



# Etenia™

The multifunctional **texturizing** and **gelling solution** for **smooth** dairy based products. Etenia™ serves as a **clean label substitute** for **milk fat**, protein or hydrocolloids whilst retaining **flavor** and **creaminess**.

‘For irresistible creamy clean label textures.’



## Etenia™ provides:

- Full mouthfeel
- Creaminess
- Improved spoonability
- Retention of taste
- Stable shelf life
- Whiteness
- For clean label products

In dairy based products.

# Making a world of difference together.

The consumer demand for dairy products with a clean label claim is rising.

**31%** 

Spoonable dairy yoghurt

**15%** 

Dairy based ice cream & frozen yoghurt

**27%** 

Fresh & cream cheese

**20%** 

Soft cheese desserts

*Source: Innova Database*

*Clean label claims as a percentage (%) of total launches within each dairy subcategory (2020).*

In the dairy market, Europe is leading.

Asia is showing the biggest growth between 2016-2020.



European  
value share

**34%**



Asian  
market growth

**3,9% CAGR**



Global product  
launches

**1,9% CAGR**

*Source: Euromonitor / Innova*

## Benefits of potato in dairy products

- ✓ Sustainable
- ✓ Allergen free
- ✓ Non GMO
- ✓ Neutral taste & odour
- ✓ Excellent viscosity properties



Avebe's products are backed by skilled technical staff who are happy to assist you.



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