



‘For excellent  
smoothy textures.’



# Eliane<sup>TM</sup>

The excellent **texturizing, gelling, water binding** and **thickening** solution for **smooth dairy based** products. Eliane<sup>TM</sup> can replace a non-clean label ingredient whilst retaining **excellent flavour**.

Eliane<sup>TM</sup> is an  
amylopectin potato  
starch for:

- Neutral taste & odour
- Improved clarity and glossy appearance
- From pulpy to smooth texture opportunities
- Improved shelf life

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 waxy potato in dairy products

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



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



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**Innovation by nature**  
since 1919

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