

NEWS RELEASE

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Innovation with U.S. Dairy Ingredients Is a Recipe for Success

Southeast Asian food and beverage manufacturers discover the unmatched innovation potential of the U.S. dairy portfolio at Fi Asia in Jakarta

INDONESIA, October 3, 2018 – Inspired through regional customer perceptions, U.S. dairy ingredients can help Southeast Asian food and beverage manufacturers deliver products tailored to the market. The U.S. Dairy Export Council (USDEC) is showcasing the nutrition and functionality of dairy combined with the advantages of a strong line-up of U.S. suppliers.

“According to research USDEC conducted in Southeast Asia last year, ‘healthier option’ remains a top consideration for Southeast Asian consumers across countries such as Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam,” said Kristi Saitama, Southeast Asia team lead at USDEC. “Consumers across all six markets also recognized that protein is an important part of their diet, and that milk is a good source of protein, suggesting timing is ideal for Southeast Asian companies to innovate products with U.S. Dairy.”

USDEC as well as 13 U.S. dairy suppliers are participating in the [Fi Asia](#) show in Jakarta this week (October 3–5), demonstrating the U.S. dairy industry’s supply and innovation advantages as well as an enthusiastic commitment to deepen business ties in Southeast Asia.

Recipes for on-trend, regional applications ranging from sweet (Pandan Gula Melaka Cake and Red Bean High Protein Mooncakes) and savory (Squash and Apple Soup) to sports performance-focused (Guava and Sour Plum Protein Beverage) will be available at USDEC’s Fi Asia booth A2.Z11.

USDEC also developed prototypes for limited sampling which highlight the flavor-enhancing, sodium-reducing and cost-saving advantages of U.S. permeate:

- Pandan Sesame and Asian Spicy Curry Cookies
- Chicken and Curry Flavored Instant Noodle Seasonings

“These recipes demonstrate how U.S. Dairy impeccably matches the foods and flavors Southeast Asian consumers love,” said Martin Teo, technical director – food applications for USDEC in Southeast Asia, who is also a speaker at the PATPI-SEAFEST International Conference held in conjunction with Fi Asia on October 3. “By providing inspiration and technical assistance, we strive to spur the launch of new, Southeast Asia-friendly products utilizing U.S. dairy ingredients.”

As the world’s largest producer of cow’s milk, whey ingredients and skim milk powder, the U.S. dairy industry is uniquely positioned to help formulators meet growing consumer demand for sustainably produced, nutritional and

functional ingredients without sacrificing flavor. Appealing applications include indulgent sweets, better-for-you snacks, protein-enriched sports nutrition, weight management offerings and more.

With Singapore as its hub in Southeast Asia, USDEC is hosting two additional events in the country next week to showcase U.S. Dairy's versatility:

- Tuesday, October 9: USDEC will host a one-day seminar to highlight the functional advantages and technical considerations for optimizing the performance of U.S. dairy ingredients, as well as information on market trends for and Southeast Asia-friendly innovation in health and wellness applications and beyond. Participating food and beverage formulators will gain practical insights on how to select the best U.S. dairy ingredient for their beverages, snacks and dairy foods.
- Wednesday, October 10: USDEC will conduct a hands-on training workshop in collaboration with Singapore's Food Innovation and Resource Centre for R&D staff of dairy food and beverage manufacturers. Following up on similar successful workshops centered on U.S. permeate applications in baked goods, this workshop will share functionality knowledge and tools for how to utilize U.S. permeate and dairy proteins in ready-to-drink beverages and soft-serve ice cream.

Visit ThinkUSAdairy.org/SEAsia for more information on these events or for nutrition, trends and applications with U.S. dairy ingredients.

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About U.S. Dairy Export Council

The U.S. Dairy Export Council® (USDEC) is a nonprofit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. USDEC aims to enhance U.S. global competitiveness through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. As the world's largest producer of cow's milk, the U.S. dairy industry offers a sustainably produced, world-class and ever-expanding portfolio of cheese varieties as well as nutritional and functional dairy ingredients (e.g., skim milk powder, lactose, whey proteins). USDEC, together with its network of overseas representatives in Southeast Asia and around the world, also works directly with global buyers and end-users to accelerate customer purchasing and innovation success with quality U.S. dairy products and ingredients.