



Valio unveils on-trend food innovations and ingredients solutions at SIAL Paris

*Valio will showcase its latest food innovations and tailor-made ingredients solutions
Three hero products nominated for the SIAL Innovation Selection*

The most innovative dairy company in the world, Valio, from Finland, will unveil a raft of pioneering products and food solutions - including Valio MiFU®, a new, milk-based alternative to meat – at SIAL Paris from 21 to 25 October in hall 7F stand 040.

Throughout the show Valio chefs will be on the stand to demonstrate how its versatile products and ingredients can be used to create healthy and delicious food.

Valio is a world leader at identifying upcoming food trends, and creates solutions that manufacturers globally can adapt to local market needs. Valio's innovative products and food ingredients satisfy demand for high quality, high protein, lactose free dairy.

Timo Pajari, SVP, Food solution sales at Valio Oy, said: "With consumer demand for natural products that promote health and wellness, Valio responds with innovations made of pure Finnish, high-quality milk. Valio is a team of passionate food experts who constantly strive to push forward and create the most pioneering dairy products and solutions that help people eat better and, in turn, feel better.

"Valio products address the latest health trends based on our in-depth market analysis and consumer insights. We also set high standards for our corporate social responsibility requirements, and are proud to have been voted the most sustainable company in Finland five years in a row."

At SIAL, Valio's experienced and knowledgeable staff will be on hand to share consumer insights that explain how buyers can capitalise on the food trends that are reshaping the food business.

Valio MiFU® meat free solution

Valio's new hero dairy innovation, Valio MiFU®, is set to astound show-goers as a new, natural, healthy alternative to meat that is made of nutritious milk protein, which satisfies a distinct gap in the market.

Valio MiFU® is made of the rich, high quality protein naturally occurring in milk, the highest nutritional quality of all natural protein sources, with calcium, vitamin B12 and zinc.

Timo Pajari added: "We identified a gap in the market for real food products that vegetarians and flexitarians could enjoy as alternatives to meat. We are proud to have pioneered Valio MiFU®, a wholesome product that is rich in protein and supports people aiming to reduce their meat intake."

Three SIAL Innovation Selection Nominations

Three Valio products have been hand-picked by the SIAL Jury for the SIAL Innovation Selection:

- Valio MiFU® meat-free milk protein strips, free from lactose
- Valio Eila® lactose free unsalted butter 25 kg (for the food ingredients industry)
- Valio Oddlygood® oat-based yogurt alternatives

Food ingredients and solutions to support health trends

Valio will also exhibit its food ingredients solutions, which supply some of the world's biggest producers in 50 markets, including baby food, bakery, confectionary, special nutrition and dairy.

Valio provides expert tailor-made solutions to clients based on their needs, advised by an in-depth understanding of consumer insights and knowledge on the latest food trends, to provide most advanced products on the market. Valio wants people to eat better and feel their best. The company invented lactose free dairy over 20 years ago to offer great tasting, pure dairy to those with trouble digesting milk products.

Valio now offers world-class dairy to fulfil market demand for other health requirements including free from, high protein and low sugar and salt. Responding to the food industry's increasing demand for personalisation, Valio manufactures milk powders, demineralised whey powders and many advanced blends where customers can specify their requirements and opt to add ingredients. Its expert R&D team is constantly providing innovative food solutions for customers and strives to create the most nutritional dairy in the world.

Valio experts will be on the stand throughout SIAL to give insight into how Valio food ingredients can elevate food manufacturers' businesses.

Sustainability

Valio has always taken responsibility for sustainable milk production seriously. Valio continually improves the wellbeing of cows and calves, and places absolute importance upon milk quality, food safety, and wellbeing at work.

All products meet consumer demand for pure, safe and quality dairy. The high quality of Valio's products and ingredients is based on fresh Finnish milk from its own family farmers. The use of genetically modified (GMO*) feed is not permitted in Valio.

World-class companies cannot settle for anything less than first-class standards on sustainability matters and Valio is truly working towards its motto: "Together we can make life better".

Valio at SIAL

Activity on the stand will include live demonstrations from Valio chefs who will utilise fresh Finnish ingredients to serve a menu of delicious Nordic food for attendees to taste. Attendees are encouraged to experience Valio MiFU® strips in Finnish style with root vegetables, plus pancakes, pastries, smoothies and chocolate, made with ingredients such as lactose free Valio Eila® milk powder and butter, and a selection of cheeses.

Valio experts will be available to share their unrivalled industry knowledge.

The Valio stand at SIAL Paris is located in hall 7F stand 040, Paris Nord Villepinte, and will run for the duration of the exhibition between 21 and 25 November 2018.

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Interview and call requests through Valio Mediadesk mediadesk@valio.fi

VALIO FROM FINLAND – THE WORLD'S MOST INNOVATIVE DAIRY AND FOOD COMPANY

Valio, offering the taste of Nordic nature since 1905, is a brand leader and the biggest dairy business in Finland and a major player in the international dairy ingredients market. The company is owned by dairy cooperatives comprising some 5,500 dairy farmers. Wellbeing is at the heart of Valio's world leading technology innovations, expertise and products that are made from clean Finnish milk and other ingredients.

Our product development follows in the footsteps of Nobel Prize winner A. I. Virtanen, and the company holds 350 patents in 50 countries. Our efforts to improve animal welfare are resolute, and we know that only healthy cows can produce premium milk products. Valio's milk ranks among the cleanest in the world, and we have zero tolerance for antibiotic residue in milk.

Valio has net sales of EUR 1.7 billion and is Finland's biggest food exporter. Valio products are found in some 60 countries and account for 25% of Finland's total food exports. Valio seeks strong growth in international markets and has subsidiaries in Russia, Sweden, the Baltics, USA and China.

Valio – [Together we make life better.](#)