



# Freshure yogurt

Sustainable vanilla flavored yogurt, promising freshness for longer, in a natural way

European consumers now rank the environment as their #2 concern<sup>1</sup>. But while sustainability is a growing priority, achieving it without compromising on taste, texture or quality can be a challenge. That's where Freshure comes in—bringing natural ingredients and microbial stability for a mild and smooth vanilla yogurt that stays fresh throughout its shelf life. Our sustainably sourced vanilla supports farmers, educational projects, and biodiversity in Madagascar. It's the perfect choice for consumers and producers committed to sustainability and reducing food waste. It's not just yogurt—it's a smoother, smarter choice for a greener future.

Download the leaflet here:



<sup>1</sup> dsm-firmenich Online Research «Change Lenz»  
Wave 6 | August 2023 | 22 Countries |  
N=32'000 consumers over the past 3 years

# Freshure yogurt

## Nourishing you, nurturing the planet

Freshure is a vanilla flavored yogurt with mild taste and smooth mouthfeel, that stays fresher for longer. Made with committed vanilla from Madagascar and natural ingredients that help reduce food waste.



## Benefits

- ✓ Brand protection through control of quality throughout shelf life
- ✓ Longer-lasting freshness due to microbial stability
- ✓ Maintaining great texture and appearance throughout shelf life due to physical stability
- ✓ Food waste reduction
- ✓ Supporting Livelihoods-Vanilla project aiming to foster sustainability and poverty reduction in supply chains

## Ingredients list

Skimmed milk, skimmed milk powder, cream, pectin, natural vanilla flavoring

**Allergens:** contains milk.

## Nutrition facts per 100 grams

Energy (kcal)	63
Fat (g)	0.5
Carbohydrates (g)	10.4
Of which sugar (g)	4.5
Protein (g)	4.2

## dsm-firmenich solutions

Improving shelf life and reducing food waste - in a natural way

### Delvo®ONE cultures

All-in-one culture solutions with build-in bioprotective cultures, improves shelf life and reduces food waste in a natural way while keeping great texture and flavor.

### Pectner™ pectin

Builds smooth, high-quality texture and appearance, controlling syneresis throughout shelf life.

### Engaged Vanilla from Madagascar

#### Natural vanilla flavour

Unique **end-to-end vanilla capabilities**.

We control from vanilla **harvest** to vanilla flavor creation allowing **full traceability**.

Communicate on positive **economic, social and environmental impacts** thanks to our **responsible sourcing program**.

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