

Press release
Gulfood End-products 2019

23/01/2019

## Prospérité, premium milk for baristas thanks to a more sustainable milk collection!



With its distinguished milk collection related to its CSR strategy called **Via Lacta**, Ingredia responds to the current demands of consumers and professionals, but also to trends towards **functional** and **quality products** that are **healthier** and linked to **sustainable development**.

The preparation of barista coffee drinks requires milk with specific organoleptic properties that are found in Prospérité's milk. Typically, Prospérité's full cream milk will provide to lattes, cappuccinos, and mocaccinos, a perfectly stable, creamy and silky milk foam with an unique texture!

For the past two years, about a hundred breeders of the cooperative have been fully involved in this project by lunching **the specific and more responsible milk collection** in accordance with the principles of Via Lacta:

- Milk from GMO-free grass-fed cows,
- A guaranteed of minimum 1500 m<sup>2</sup> of pasture accessible per cow, this at least 170 days a year,
- A more profitable activity for the breeders,
- The concern for animal welfare with more comfortable cow bedding on quality straw for healthier cattle.

A single goal: to offer the most virtuous milk for all!

Gulfood End-Products show Dubai / February 17-21, 2019 Ingredia booth Hall 1, F1 - 17

More on: www.prosperite.com