FeelGood Kefir
Kefir – an ancient dairy category on the rise

eXact® Kefir12 is unique because it contains 12 live bacteria. Combined with a Yoflex® culture it reinvents the kefir category with a tasty “super” kefir containing 14 live bacteria.

Mega trends in Dairy 2.0* motivates the rise of kefir

Consumers want simple, naturally functional food
Dairy is reborn as a natural whole food

- In the new era, Dairy 2.0, companies are focusing on the “naturally healthy” image of dairy products
- Key focus for the consumers are the benefits of ingredients that are a “natural and logical” fit for the product type

Uniqueness of eXact® Kefir12

✓ Reinvention of a product type with a strong heritage
✓ Naturally healthy – traditional kefir has intrinsic health benefits
✓ FeelGood Kefir is a super version of kefir with 14 live bacteria.
✓ Delicious flavor - mild or sparkling depending on preference
✓ Texture – smooth and soft
✓ Clean label

Combining these characteristics FeelGood Kefir is a tasty, healthy reinvention of the kefir category that meets consumer demands for Dairy 2.0

*Sources: New Nutrition Business: “Key trends in the business of dairy nutrition” October 2014
And Mintel: “Food trends to watch in 2015”, March 2015