

nu-trish[®] probiotics

It's what's
inside that
counts

Probiotic juice

Enhance the health appeal
of fruit juices with LGG[®]
and L. CASEI 431[®] strains



CHR HANSEN

Improving food & health



Cater to health-conscious consumers with a solution addressing immune health

Respond to consumer interest in immune health by offering probiotic products they can trust



A global emphasis on health and wellbeing is on the rise, with 60% of consumers feeling more focused on their health and immune system as a result of the global pandemic¹



Consumers understand that probiotics can be beneficial to immune health and, when given the option, prefer to consume probiotics in food and drinks^{2,3}

nu-trish® juice cultures offer a convenient solution for delivering probiotics in chilled juice beverages

Innovation opportunity

Differentiate and bring more value to consumers with beverages containing LGG® or L. CASEI 431® probiotics, two *Lactobacillus* strains supported by scientific evidence

Excellent performance

The cultures can be added directly to the beverage and show good pH and cell count stability in a range of juices during storage at chilled temperature

Add value to your beverage line with the world's most-documented probiotics

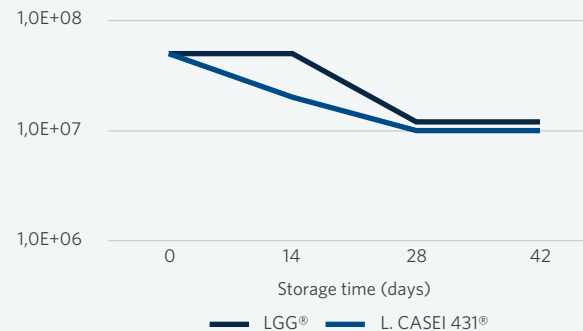
nu-trish® LGG® Juice and nu-trish® L. CASEI 431® Juice cultures deliver high probiotic cell counts for a range of juices throughout their shelf life.

Lactobacillus rhamnosus, LGG® and *Lactobacillus casei*, L. CASEI 431® have been studied in several clinical trials within the immune health area.⁴

The recommended intake is 1 billion (10⁹) CFU per day. This can be obtained in a 100 ml serving.

Cell counts of LGG® and L. CASEI 431® strains

CFU/ml in orange juice during storage at 4°C



71% of consumers would like to learn more about probiotics.³

Help consumers choose credible probiotic beverages by including a strain logo on product packaging.⁵

Strain logos represent a visual link to The Probiotics Institute by Chr. Hansen.

1 Mintel: Impact of COVID-19 on Food & Drink 2020 research, 2020 | 2 FMCG Gurus: Evaluating the Uncertainty & Future Outlook of COVID-19, May 2020 | 3 Chr. Hansen Consumer Survey 2021 | 4 Hojsak et al. Clin Nutr 2010a | Hojsak et al. Pediatrics 2010b | Hatakka al. BMJ 2001 | Davidson et al. Europ J Clin Nutr 2011 | De Vrese et al. Europ J of Nutri 2004 | 5 LGG®, L. CASEI 431®, LGG logo®, L. CASEI 431 logo® are trademarks of Chr. Hansen A/S and may be used under a trademark licensing agreement

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