



PRESS RELEASE

Target media: Food & drink trade media

Paris, July 5, 2022

Danone marks industry 1st with launch of new *Dairy & Plants Blend* baby formula

- Developed for parents wanting more plant-based, vegetarian, and flexitarian options without compromising on nutritional completeness
- 1st blended formula for healthy babies, containing 60% plant-based and 40% dairy-based protein – combining nutrients found in plants and breastmilk
- Plant-based ingredients and fully recyclable packaging contribute to 30% lower carbon footprint

Today, Danone announces the launch of the first ever *Dairy and Plants Blend* baby formula, in response to parents' desire for vegetarian and flexitarian options for their baby. Plant-based consumption is growing substantially, with over one-third [37%] of EU consumers¹ choosing a vegan, vegetarian or flexitarian diet, and almost 70% [69%] of parents now preferring their children eat more plant-based foods.² Until now, there have been few options for parents if they decide to move on from breastmilk, and want to make food choices that are healthy, more plant-based and good for the planet.

Drawing on over 50 years of advanced breastmilk research and experience in pioneering plant-based products, Danone has developed the new *Dairy & Plants Blend* baby formula – a nutritionally complete³ formulation that combines the best of both dairy and plants. The new baby formula is the 1st specifically created for a vegetarian diet, and is the 1st blended formula for healthy babies in which more than half the required protein is derived from soy.

Soy is a well-established ingredient in baby formulas and is recognized as a suitable source of plant-based protein for infant and follow-on formulas.⁴ In the *Dairy & Plants Blend* baby formula, 60% of the protein is sourced from high-quality, non-GMO soy, and 40% comes from the dairy ingredients, casein and whey protein. The new formula also contains the key dairy ingredient lactose – an important source of carbohydrates for babies, and an essential nutrient found in breastmilk.



With its mild taste of plants, the *Dairy & Plants Blend* formula is also intended to help familiarize babies and toddlers with plant flavours in a gentle way, which can help shape future food preferences.

Commenting on the launch, **Manuela Borella, Vice President, Global Plant Based Strategy & Business Acceleration**, explained, “As a mother of four, I appreciate parents want the very best nutrition for their baby’s healthy growth and development. At Danone, we also recognize many parents want to introduce plant-based, vegetarian and flexitarian options into their baby’s diet, while still meeting their baby’s specific nutritional requirements. Our new *Dairy & Plants Blend* baby formula has been developed with these needs top of mind.”

Compared to other powdered formulas,⁵ the *Dairy & Plants Blend* baby formula will have a carbon footprint approximately 30% lower per pack. The higher share of plant-based ingredients in the *Dairy & Plants Blend* formula milk and its fully-recyclable packaging will contribute to the lower carbon footprint.

Danone’s *Dairy & Plants Blend* formula is being launched first in the Netherlands – under the *Nutrilon* brand, and in other countries later this year – under the global *Aptamil* brand.

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For further information and to arrange a media interview with **Manuela Borella, Vice President, Global Plant Based Strategy & Business Acceleration**, please contact:

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References:

1. Smart Protein. What consumers want: a survey on European consumer attitudes towards plant-based foods. 2021. www.smartproteinproject.eu. Accessed June 2022.
2. OnePoll. Survey of 2000 Parents of Children aged 5-17, Conducted February 2021.
3. As required by EU legislation.
4. ESPGHAN, Soy protein infant formulae and follow-on formulae: a commentary by the ESPGHAN Committee on Nutrition. *Journal of pediatric gastroenterology and nutrition*, 2006. 42(4): p. 352-361.
5. Compared to *Nutrilon Volledige Zuigelingenvoeding, Nutrilon Opvolgmelk 2 and Nutrilon Dreumesmelk 4*. Calculation compared carbon emissions linked to sourcing the ingredients, producing, packaging and transporting products to distributors and retailers.

IMPORTANT NOTICE: Breastfeeding is best. Infant milk is suitable from birth when babies are not breastfed. Follow-on milk is only for babies over 6 months, as part of a mixed diet and should not be used as a breastmilk



substitute before 6 months. We advise that the use of formula milks and the decision to start weaning should be made only on the advice of a doctor, dietitian, pharmacists or other professional responsible for maternal and child care based on a baby's individual needs.