



Press Release – London, United Kingdom, (March 17, 2021)

## **Danone launches UK's 1st formula milk in an innovative, pre-measured tab format**

- **New format developed to make preparing formula milk simpler & more convenient**
- **Pre-measured tab format produced in partnership with Japanese food manufacturer, Meiji**
- **Following UK launch, Danone plans to introduce new format in Europe as of next year**

Today, Danone announces the launch of the first ever formula milk in the United Kingdom to be sold in a pre-measured tab format. Danone is introducing this format innovation in the UK in response to parents' desire for greater convenience and ease when preparing formula milk feeds.

In commenting on the launch, **Gustavo Hildenbrand, General Manager UK & Ireland, Danone Specialized Nutrition**, explained, *"Breastmilk is the gold standard when it comes to feeding babies. But if parents feel they need to move on from breastmilk, they tell us they're looking for ways to make a formula milk feed simpler and more convenient."* According to research<sup>1</sup> conducted in 2018 with more than 1,300 UK mums, 'convenient for feeding-on-the-go' was the 2<sup>nd</sup> most important criteria mums cited. Close to a third of those surveyed (31%) also said they looked for 'greater convenience when preparing a formula feed'.

The new formula milk tabs dissolve easily, with one tab equal to one standard scoop of powdered formula. The new pre-measured tab format will be made available in packs of 24 sachets, with each sachet containing five tabs. Danone expects the new format to help cut down on mess when preparing a formula feed, making the new format useful – in particular for night-time feeds. Besides allowing for more accurate measurement and less wasted formula, the new format helps provide extra reassurance – in particular for parents who favour formats that emphasize hygiene. The new format will be available exclusively via the UK's leading health & beauty retailer, Boots, under the *Aptamil\** brand.

Launching this format innovation in the UK shows how Danone is adapting research and innovations to meet the genuine needs of parents. *"We hope bringing to market formula milk in a pre-measured tab format will offer added convenience and support for formula feeding parents – especially in the 'new normal', when parents are often stretched and trying to juggle balancing family and work-life from home,"* Mr. Hildenbrand added.

## **Danone to produce new pre-measured tab format through manufacturing partnership with Japanese food company, Meiji**

Danone is producing formula milk in a pre-measured tab format at Danone's formula milk production facility in Wexford, Ireland, through a manufacturing partnership with Japanese food manufacture, Meiji. The exclusive memorandum of understanding (MOU) between Danone and Meiji covers the production of this format innovation through which Danone is combining its formula milk recipes with Meiji's patented tab production technology.

**Jean-Michel Lequin, Director of Danone's Wexford, Ireland, formula milk production facility,** explains, "At Danone, we've seen how in other food categories – like coffee and culinary stocks – introducing portion controlled and dosed formats has been a game changer for consumers, who look for more convenience and ease. That's why we've worked with Meiji to set up a production line for pre-measured formula milk tabs at Danone's formula milk production facility in Wexford, Ireland to serve the UK market."

Producing formula milks at Danone's facility in Wexford, Ireland, that uses Meiji's tab production technology, also reflects Danone's conviction that the health of people and the planet are interconnected – summed up in the company's 'One Planet. One Health' frame of action. Mr. Lequin: "By installing Meiji's tab production technology at Danone's formula milk facility here in Wexford, Ireland, Danone can source and produce formula milk in this new format locally for the UK market, and that helps reduce our carbon footprint."

In commenting on the UK launch, **Shun Yoshioka, Managing Director of Meiji Food Europe,** added, "We're very pleased to have reached this milestone in our collaboration with Danone. Through our manufacturing partnership with Danone, we're introducing a convenient, innovative format in formula milks – based on Meiji's tableting know-how – for the first time in the UK & Europe."

Following a successful launch of this format innovation in the UK, Danone plans to begin offering this new format in other countries in Europe as of 2022.

\* Aptamil follow-on milk

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### References:

1. Usage & attitude commissioned research, among 1329 parents of 0-36-month-old infants using formula milk, UK, 2018.

**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.**

- For more information about this innovative launch, please click [HERE](#)
- To download photos, please click [HERE](#)

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## About Danone ([www.danone.com](http://www.danone.com))

Danone is a leading multi-local food and beverage company building on health-focused and fast-growing categories in 3 businesses: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With its 'One Planet. One Health' frame of action, which considers the health of people and the planet as intimately interconnected, Danone aims to inspire healthier and more sustainable eating and drinking practices. To accelerate this food revolution and create superior, sustainable, profitable value for all its stakeholders, Danone has defined nine 2030 Goals, and paved the way as the first listed company to adopt the "Entreprise à Mission" status in France. With a purpose to bring health through food to as many people as possible, and corresponding social, societal and environmental objectives set out in its articles of association, Danone commits to operating in an efficient, responsible and inclusive manner, in line with the Sustainable Development Goals (SDGs) of the United Nations. By 2025, Danone aims to become one of the first multinational companies to obtain B Corp™ certification. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €23.6 billion in sales in 2020. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon Organic, Mizone, Oikos, Prostokvashino, Silk, Vega). Listed on Euronext Paris and present on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Vigeo Eiris and Sustainalytics, as well as the Ethibel Sustainability Index, the MSCI ESG Indexes, the FTSE4Good Index Series, Bloomberg Gender Equality Index, and the Access to Nutrition Index.