

News release January 2010

CHOLESTEROL REMOVAL

Milk and Dairy Products

Benelact roll out into Europe, the Middle East and Asia in 2010

The patented BENELACT® process achieves 45% CHOLESTEROL REDUCTION IN CHEDDAR CHEESE using an all-natural process that removes cholesterol from Milk and Dairy products without altering the original taste and mouth-feel. The nutritional content remains intact as does the shelf life of the product. The patented process allows dairy manufacturers to create dairy foods with healthier options.

The first commercial production of reduced cholesterol butter and cheese is due in the US in early 2010. The appointment of Watson Dairy Consulting marks the roll out of this NEW range of value added dairy products into Europe, the Middle East and Asia.

Examples of typical applications:

- ✓ Whole milk 35% reduction
- ✓ Cheese up to 45% reduction
- ✓ Butter 33% reduction

Cholesterol reduction will vary depending on the fat content of the finished product

- ✓ Ice Cream
- ✓ Processed Cheese
- ✓ Cream cheese
- ✓ Milk powders
- ✓ Cream
- ✓ Milk Chocolate
- ✓ Yogurt
- ✓ Frozen Yogurt

Benelact® has invested in a New \$2 million Research and Development pilot facility in Milwaukee, Wisconsin. Wisconsin has long been the centre of US milk production. Product trials on behalf of clients can be carried out at the R&D centre to improve the time-to-market.

There are **no requirements** for clinical trials in order to establish complex label and marketing claims. The Benelact® process does not change existing product qualities. Manufacturers and retailers simply state the actual cholesterol reduction on the label leaving them free to rapidly develop their marketing plans.

Manufacturers and retailers interested in licensing this patented new technology for the manufacturing of their own range of "Reduced Cholesterol" added value milk and dairy products should in the first instance contact John Watson on +44 1224861507 or email jw@dairyconsultant.co.uk for further details.

Contacts:

Europe, Middle East and Asia

John Watson
Office: + 44 1224861507
Mobile: +44 7931776499
email: jw@dairyconsultant.co.uk
Skype: john.watson003

USA and Latin America

Art Garcia
Office: +1 262 898-7494
Mobile: +1 262 880-9186
email: agarcia@benelact.com
Skype: joeearthur.garcia

ADDING VALUE TO DAIRY PRODUCTS

The Benelact® name and logo are registered trademarks of Alliance enterprises of SE Wisconsin, LLC