

Chr. Hansen launches starter culture for plant-based yogurts

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Chr. Hansen launches VEGA® Culture Kit specifically developed for fermented plant bases



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The VEGA™ Culture Kit is comprised of customizable starter cultures, probiotics and bioprotective strains. With its comprehensive kit of solutions, VEGA™ delivers simplicity with robust performance while offering producers the flexibility to create customized and differentiated features for their products in terms of taste, texture, health and sustainability.

The VEGA™ Culture Kit offers producers the following benefits:

- **Enhanced taste and texture:** VEGA™ offers an exciting new innovation; a choice of starter cultures that can differentially drive flavor and texture in plant-based yogurts. This allows producers to optimize for specific product characteristics by selecting the cultures that yield the results they are after.
- **Probiotic support:** VEGA™ nu-trish® blends of cultures enable consumers to enjoy the benefits of the world's most-researched probiotics, including Chr. Hansen's *Bifidobacterium*, BB-12® and *Lactobacillus rhamnosus*, LGG®. These cultures have been designed specifically for use in plant bases to ensure convenient delivery of the correct serving and stability of probiotics, all while delivering robust performance and clean flavor.
- **Boosted sustainability credentials:** VEGA™ FreshQ® culture solution supports a longer shelf life with superior freshness and fewer quality issues through the action of fermentation.

VEGA™ customers enjoy ongoing, hands-on support from Chr. Hansen's dedicated global team of plant-based fermentation experts and application laboratories, from ideation to post-launch troubleshooting. Chr. Hansen also invests in consumer and market research within the industry to ensure alignment between consumer needs and the features VEGA™ cultures bring to plant-based products.