

# New Milk

A “Spin out” initiative for innovative dairy products with advanced values

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**Research and Development**  
CRETA FARMS - NEWMILK

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# Identity

**New Milk** derived as a “spin out” initiative between Creta Farms and distinguished dairy and health scientists.

Company’s target is:

- develop know-how
- support/ manage/exploit previous research results
- protect intellectual property rights

**New Milk** has highly qualified and scientific staff that works with leading research institutes in Greece and abroad.

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# Introduction of Creta Farms



## Our Levers:

- ✓ R&D & Innovation
- ✓ Quality
- ✓ Strong Branding
- ✓ Operational Excellence

- Founded in 1970 by Stilianos Domazakis
- 30+ years of technological know-how
- Focuses on unique olive-oil food technology for meat & dairy products
- Today is the biggest producer of pork meat & leading manufacturer of Deli Meats in Greece



# Oliving bridges Taste and Nutrition



Olive Oil IN  
Animal Fat OUT  
This is what OLIVING  
is all ABOUT



# Creta Farms Innovation

Creta Farm's research and development department is working relentlessly in order to achieve innovation by removing part of the animal fat and restores the flavor with extra virgin olive oil.

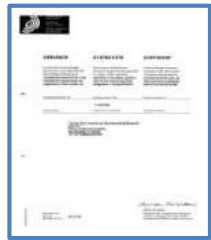
In 2009 research was expanded to dairy products, a category also characterized by high percentage of fat content and saturated fat.



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# 17 patents granted by all kind of national and regional Patent Offices

## European Patent Office



## EuroAsian Patent Office



## Canadian Patent Office



## Chinese Patent Office



## Japanese Patent Office



## USA Patent Office



## Australian Patent Office



# Patents in dairy products

**Cheese alternative product and method for producing the same**  
(refers to cheeses of various kinds)

**Milk- based alternative product and method for producing the same**  
(refers to products such as ice cream and desserts)

For above inventions patents have been granted by the following organizations:

- ◆ OBI
- ◆ European Patent Office
- ◆ US Patent Office
- ◆ China-ASIA

# NM Research and development

Following aforementioned R&D plans of New Milk's parent company (Creta Farm), the new spin out company will take over the already undertaken research in order to penetrate to the **dairy business**.



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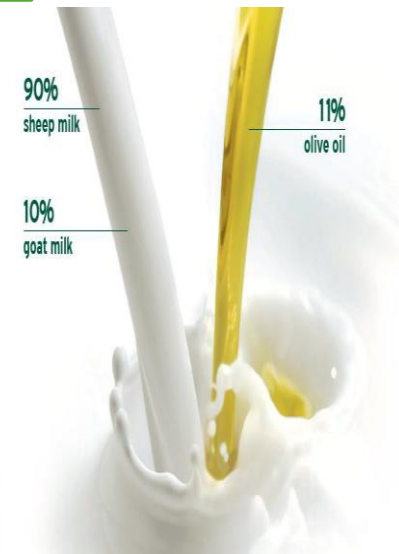
# Main research field **newmilk**

## Research on various cheese types:

- Feta cheese
- Mozzarella cheese
- Gouda cheese
- Cheddar
- American processed cheese

We choose  
high quality  
low fat milk

We add olive oil



# Worldwide Concerns regarding the Food Category

- Saturated Fat
- Salt
- Sugar
- Preservatives
- Allergens



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# Innovation in dairy products

- The above knowledge will be a milestone of New Milk, which aims to mainly develop a strong research and development department and staff it with highly qualified scientists.
- The company also plans to establish and operate a research/pilot unit for dairy products, so that research and development is carried out in-house (in-house development).

# NM targets – goals – future plans (1)

- Develop new dairy products, with a commercial interest in the international market.
- Become a highly innovative company, that will produce pioneer products contributing to consumer's wellbeing.
- Conduct scientific research and apply findings on the new products that will be developed.

# NM targets – goals – future plans (2)

- Ensure that inventions will be protected through patents, which will be valid at least in countries of commercial interest and at the European Patent Office.
- Build a strong competitive advantage through scientific research that will be undertaken, which will be disseminated through scientific articles and submitted to world-class scientific articles.

# Our Vision

Our vision is to create innovation, by developing added value dairy products, that will contribute to society well-being.



# Our Mission

New Milk aims to become a company of innovative dairy products, produced by high quality milk, satisfying the consumer's needs for healthy nutrition. This will be accomplished through research and development of new products by applying advanced technologies to conclude to continuous enrichment of our product portfolio.

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