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**FOR IMMEDIATE RELEASE**

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**BENELACT® RELEASES VOICE OF MARKET RESULTS**  
Industry Climate Promising for Dairy Process

**Racine, Wisconsin**-This week, Benelact®, the dairy division of Alliance Enterprises released the results from a recently-conducted Voice of Market survey showing that the food marketing and manufacturing industry is looking to fill a void in the marketplace for healthy consumer options. The survey, conducted by a third-party, solicited responses from a cross-section of food and beverage industry professionals in the United States to learn more about their manufacturing and product innovation plans, as well as the climate and future direction of the industry.

“The survey received an overwhelming response; twice the response rate of similar surveys,” according to Brandon Malacara, Dairy Marketing Director for Benelact®. “The results of this survey show that healthy options continue to drive today’s food and beverage markets. Industry leaders cited “taste” and “nutrition” as their top two innovation goals. That is just what the Benelact® process provides,” cites Malacara.

Alliance Enterprises conducted this research as part of their outreach and education to the industry about their proprietary process, Benelact®. The all-natural process extracts cholesterol from milk without altering the taste, texture, or properties of milk. This creates a healthier milk product which can be consumed directly or can also be used as an ingredient in other dairy-based food products to produce healthy alternatives without sacrificing any taste.

The Voice of Market survey results highlight that food industry leaders are demanding cholesterol reductions of 25%-80% in healthy food innovations. These reductions can support consumer price premiums. In R&D, Benelact® is consistently hitting that target every time. The market is eager to take advantage of this product. Consumer products made with Benelact® will be launched at this year’s International Dairy-Deli-Bakery Association convention, June 1-3 in New Orleans.

Benelact® is a proprietary process that was introduced in 2007 in response to increased consumer demand for healthy food options. The all-natural Benelact® process removes up to 90% of cholesterol from milk allowing food manufactures greater options and innovations in the marketplace. Benelact® recently opened their Research & Development Center in Racine, Wisconsin to more effectively provide product development services to their clients.

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