

## Vitamin D enriched fresh milk launched in Asda

Friday 13 January, 2017

Asda Vitamin D milk has launched in-store, fortified fresh milk from Arla, to help customers obtain their recommended daily allowance of Vitamin D.

The launch, a first to market innovation, is in response to increased consumer demand for products with additional dietary or nutritional benefits. Vitamin D milk was developed by Arla, the farmer-owner dairy company, and contains two microgrammes of the vitamin per 100ml. A normal serving is 250ml so that's half of an adult's recommended daily intake in one glass of milk\*.

One-fifth of the UK population have low-levels of vitamin D. Public Health England advise that it is needed daily to help keep healthy bones, teeth and muscle and that anyone over the age of 1 needs 10 microgrammes of Vitamin D per day. For most people, the bulk of their Vitamin D comes from exposure to sunlight, but due to longer nights and darker days, levels of the vitamin can significantly reduce during the winter months.

**Lise Larsen, Nutrition Specialist at Arla Foods UK, said:** "This new, vitamin D enriched milk, provides an excellent dietary supplement all year round, but particularly at a time of when vitamin D levels are at their lowest across the UK population. We've found with other products – like Arla Protein – that consumers welcome the opportunity to supplement their diet through tasty dairy products."

**Richard Dent, Senior Director for Chilled at Asda said:** "Asda and Arla collaborated to develop the Vitamin D milk to offer customers an easy and accessible solution to help combat Vitamin D deficiency, particularly at a time when intake is at a seasonal low. It allows our customers the freedom to make convenient health choices while doing their weekly shop."

Asda's Vitamin D milk is semi-skimmed and available in a 2 litre bottle, it is on sale in stores nationwide and online, RRP £1.25. It is bottled at Arla's state of the art processing site in Aylesbury.

\*Public Health England [published guidance](#) in July 2016 recommending a daily intake of 10.0 microgrammes (µg). The reference intake for vitamin D that needs to be used for nutrition labelling on packs are 5.0µg a day, and originates from the EU food information regulation. See Annex XIII <http://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX:32011R1169>

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