

PROFESSIONAL

DUTCH LADY PROFESSIONAL FOAMING MILK

Co-created with Baristas for Baristas



IRVINE *IRVINE*

WORLD LATTE ART CHAMPION 2018
WORLD LATTE ART BATTLE CHAMPION 2018
DUTCH LADY PROFESSIONAL BRAND AMBASSADOR 2021



GROWING DEMAND FOR COFFEE IN FOOD SERVICE



Malaysian consumes **1.6 BILLION CUPS** of coffee in **FOOD SERVICE** annually



85% of coffee consumed are **FRESH COFFEE**



MILK-BASED COFFEE makes up to **85%** of coffee consumed



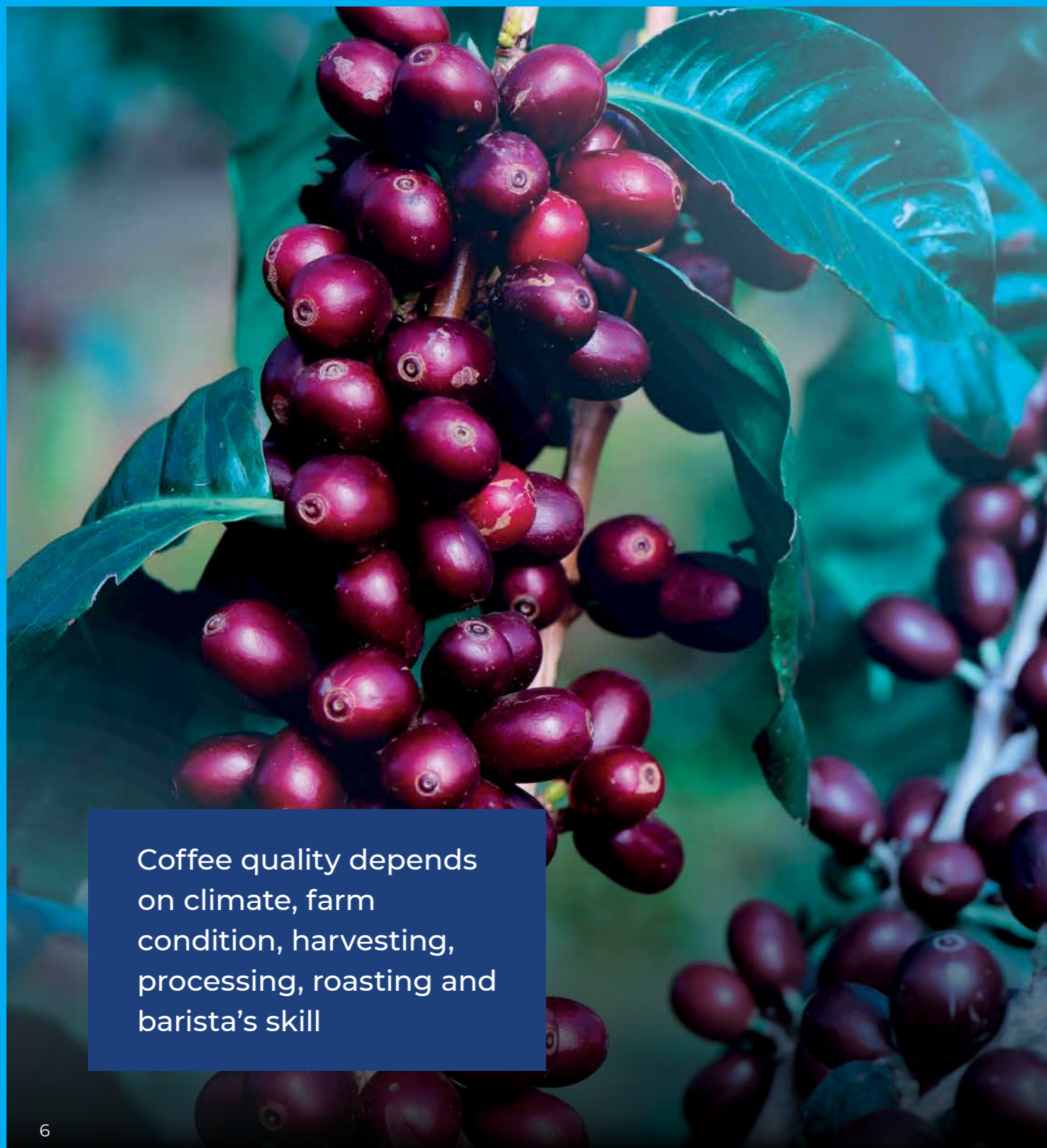
LATTE & CAPPUCINO are the most popular beverages in a café



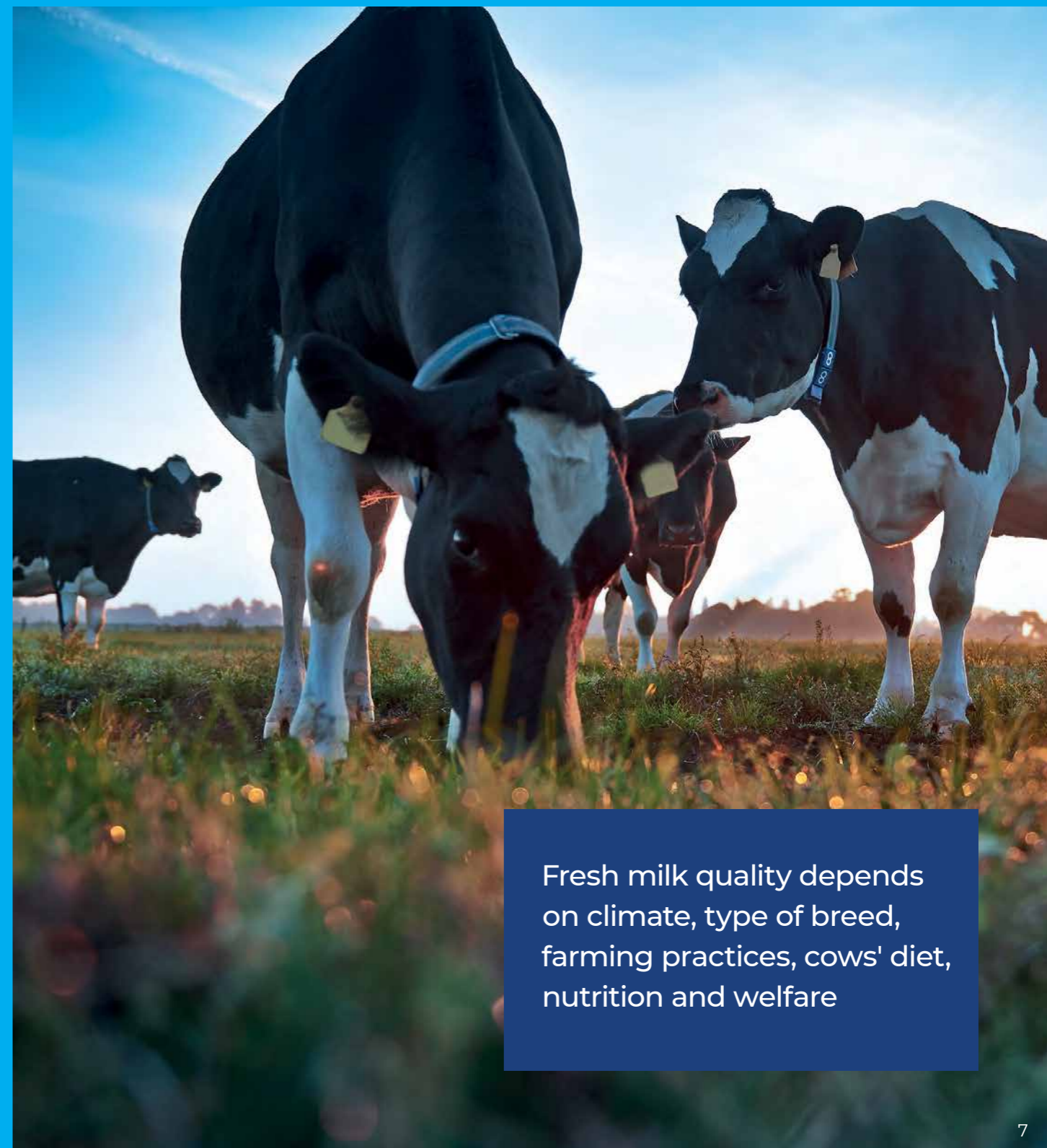
AS A BARISTA, YOU SPEND A LOT OF TIME TO CALIBRATE COFFEE AND YOU NEED A CONSISTENT QUALITY MILK

We understand you spend time and effort to calibrate your coffee daily to get the right taste. Milk quality is just as important as it affects the final taste and any inconsistencies will put your effort to waste.

JUST LIKE COFFEE, FRESH MILK IS AN AGRICULTURE PRODUCT. QUALITY CONSISTENCY IS DEPENDENT ON MANY FACTORS



Coffee quality depends on climate, farm condition, harvesting, processing, roasting and barista's skill

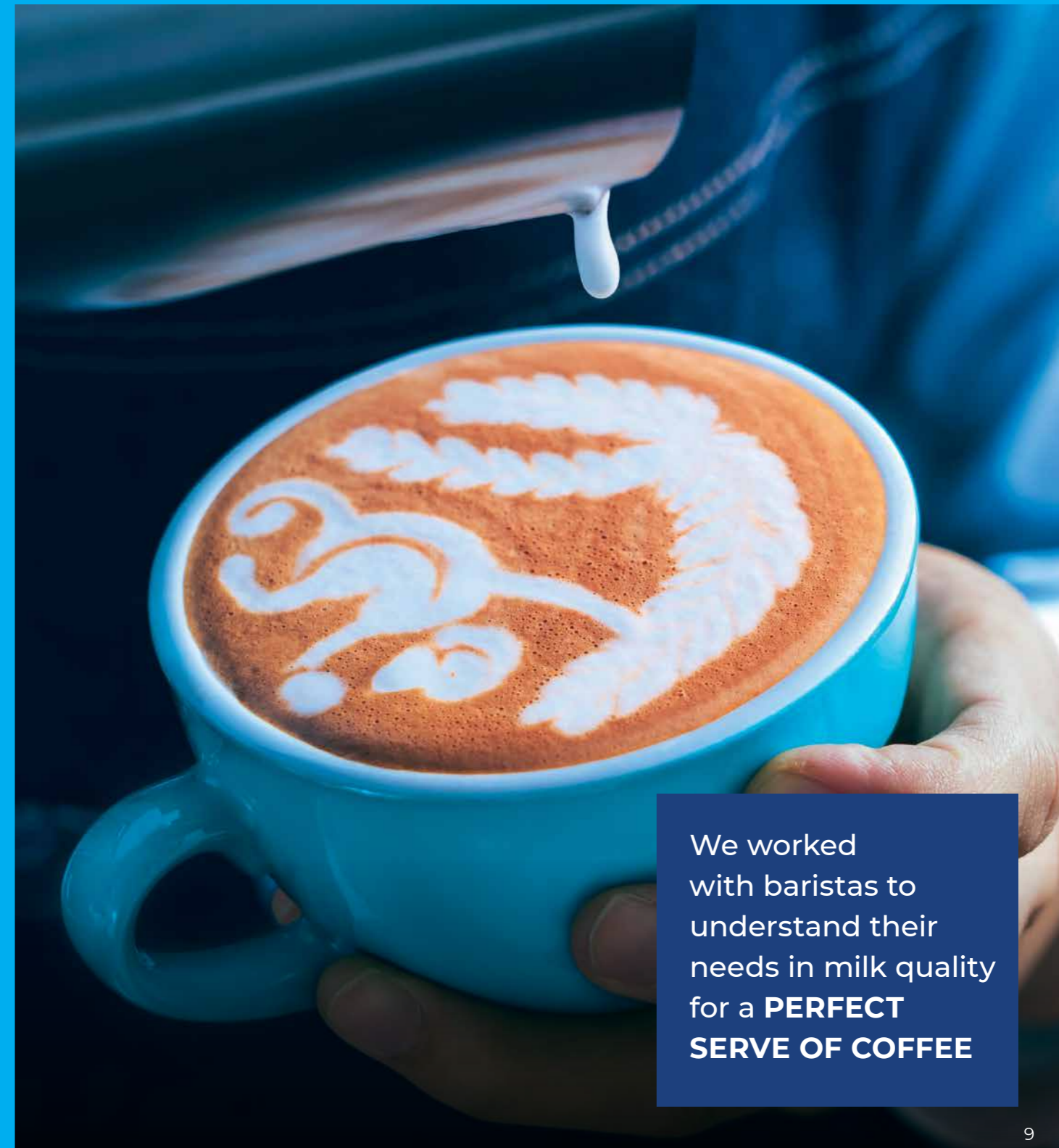


Fresh milk quality depends on climate, type of breed, farming practices, cows' diet, nutrition and welfare



DUTCH LADY CO-CREATED WITH BARISTAS TO SPECIALLY DEVELOP A NEW TYPE OF FROTHING MILK FOR THE COFFEE INDUSTRY

We have **140 YEARS OF DAIRY EXPERTISE** in making great quality milk



We worked with baristas to understand their needs in milk quality for a **PERFECT SERVE OF COFFEE**

HOW DO WE CO-CREATE WITH BARISTAS?

1 TEST METHOD

Blind taste test was done to compare all brands in the market with our new recipes. Milk testing was done in accordance to Specialty Coffee Association (SCA) best practices standards for milk quality

1. Milk testing for chilled milk at 4°C-6°C
2. Milk testing for frothed milk at 60°C-65°C
3. Milk testing with coffee

2 SENSORY SCORE

Each milk sample was evaluated on the following parameters:

1. Body
2. Sweetness
3. Creaminess
4. Balance Between Coffee & Milk
5. Foam

3 TESTING PANEL



REPEATED MULTIPLE ROUNDS TO GET THE RIGHT RECIPE AS JUDGED BY PROFESSIONAL BARISTAS

INTRODUCING

DUTCH LADY PROFESSIONAL FOAMING MILK



MALAYSIA 1ST BARISTA QUALITY MILK, CO-CREATED WITH BARISTA FOR BARISTA

1. The milk is co-developed with baristas via comprehensive rounds of R&D to get the right quality that baristas want.
2. Specially calibrated to ensure consistency in quality and supply.
3. With right level of natural sweetness, body, foam and taste to deliver perfect serve and beautiful latte art.



IRVINE
WORLD LATTE ART CHAMPION 2018
WORLD LATTE ART BATTLE CHAMPION 2019



4 REASONS DUTCH LADY PROFESSIONAL FOAMING MILK IS THE PERFECT CHOICE FOR YOUR COFFEE



1 Voted as the best milk by baristas in milk cupping test (blind taste test)



2 Has the right level of body, sweetness and creaminess



3 Silky and smooth microfoam, perfect for latte art



4 Peace of mind with consistent quality and supply



OFFICIAL MILK
MALAYSIA COFFEE
CHAMPIONSHIP 2021-2022



**MALAYSIA LATTE ART
 CHAMPIONSHIP**



**MALAYSIA BARISTA
 CHAMPIONSHIP**



SCAN QR CODE
 To find out more about
**Dutch Lady Professional
 Foaming Milk**



FRONT PANEL

Irvine's design at
 World Latte Art
 Championship 2018



BACK PANEL

Irvine's design
 at World Latte
 Art Battle
 Championship 2019

Creating The Perfect Serve



When it comes to milk frothing, high milk wastage is a common challenge in cafés! Imagine a café makes 100 cups of coffee in a day, and 30ml of frothed milk is wasted in every cup of milk coffee. This translates to more than RM6,000 wastage in milk in a year!

Follow these steps to minimise wastage, create the perfect serve of coffee and increase your profits.



Step 1 Stretch

Angle the half-filled jug until the steam wand is 2mm in the milk.
1-2 sec: Flat White, Late, Mocha
4-5 sec: Cappuccino



Step 2 Swirl

Lift the jug for the milk to start swirling. The milk will begin to hiss around 60°C-65°C.



Step 3 Serve

After paying close attention while stretching and swirling the milk, it is now perfectly frothed and textured to serve the perfect coffee.



Step 4 Save

By frothing the milk correctly, you will save on milk and increase profitability.

Tips

- For best frothing result, chill the milk at 0°C - 4°C
- Do not froth the milk over 70°C as it will give unpleasant flavours
- Do not add flavours or sugar to the milk before frothing
- Do not reheat milk more than once. Proteins will be reduced
- Do not pour more milk than what is needed to avoid wastage

RECOMMENDED USAGE



MILK-BASED COFFEE, TEA AND CHOCOLATE



Latte



Cappuccino



Mocha

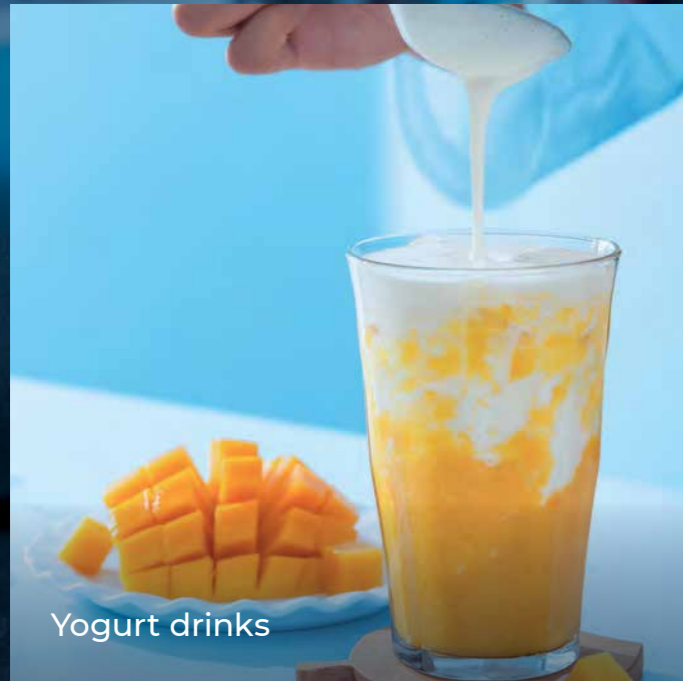


Chocolate

RECOMMENDED USAGE



BUBBLE TEA, MILKSHAKE, SMOOTHIE



Yogurt drinks



Milkshake



Bubble tea



Smoothie



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PRODUCT INFORMATION

MILK COMPOSITION

Composition	Per 100ml	Per 250ml
Energy	65 kcal	161 kcal
Protein	3.2g	8g
Carbohydrate	4.8g	12.1g
Fat	3.7g	9.3g
Calcium	129 mg	323 mg
Vitamin B2	0.13 mg	0.33 mg
Vitamin B12	0.08 µg	0.28 µg

HALAL CERTIFIED



MS 1500:2009
1069-01/2004

PRODUCT INFORMATION

Per pack: 1 L
Per carton: 1L x 12
Material code: 1160690
Barcode (single pack): 955 6166 050072
Barcode (carton): 1 9556155050079

STORAGE & SHELF LIFE

Stored condition: always store between 0°C to 4°C
Shelf life: 30 days
Once opened, store in fridge and consume within 3 days



ORDERING

Minimum order quantity:
5 cartons per delivery

WHY DUTCH LADY



A subsidiary of **ROYAL FRIESLAND CAMPINA**, one of the top 5 dairy companies in the world

Fully owned by dairy cooperative with more than **18,000 DAIRY FARMERS**

More than **140 YEARS** of dairy expertise

FULL CONTROL OF DAIRY QUALITY from Grass-to-Glass

Our dairy products are **SPECIALLY FORMULATED** together with baristas and chefs

TRUSTED PROFESSIONAL QUALITY, so chefs and baristas can focus on perfecting their craft



FREQUENTLY ASKED QUESTIONS

1 What is Dutch Lady Professional Foaming Milk?

It is a superior frothing milk co-created with baristas for baristas. It is specially calibrated to deliver consistent quality for a perfect serve.

2 Is Dutch Lady Professional Foaming Milk considered as fresh milk?

Dutch Lady Professional Foaming Milk is specially calibrated to deliver the right level of sweetness, body, foam and creaminess. It is made of fresh milk but it cannot be called fresh milk as we have enhanced the taste, foam and texture of the milk to ensure consistency to suit coffee industry requirements.

3 How is Dutch Lady Professional Foaming Milk different from other barista milk in the market?

Dutch Lady Professional Foaming Milk is Malaysia's 1st superior frothing milk co-created with baristas for baristas. We went through comprehensive rounds of milk cupping with baristas to get the right quality that baristas look for. We are proud to introduce our new Professional Foaming Milk which has been voted by baristas as the preferred milk.



**TRUSTED
PROFESSIONAL
QUALITY**

CONTACT US TODAY TO GET FREE SAMPLE AND DISCUSS FURTHER!

We'll be very glad to hear from you and assist as much as we can.
Feel free to reach us via:

1. Call us at Dutch Lady Careline

1800-88-1191, Monday to Friday 8.30am to 4.30pm

2. Email us

We can be reached via

dutchladycareline@Frieslandcampina.com

3. Mail us

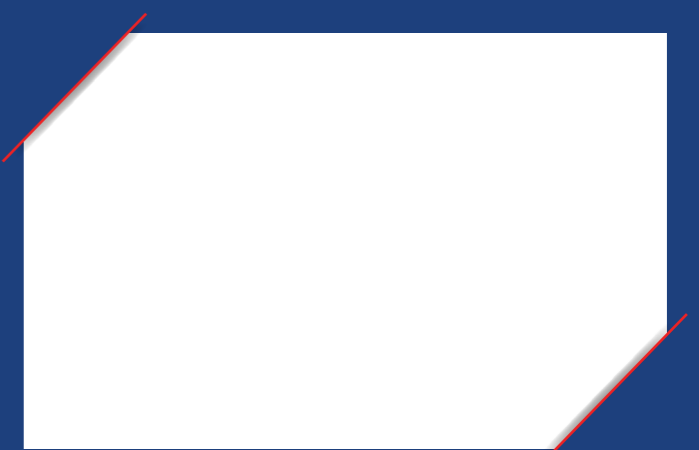
Write to us at the following corresponding address:

Dutch Lady Milk Industries Berhad (5063-v)
Level 5, Quill 9, 112 Jalan Prof Khoo Kay Kim,
46300, Petaling Jaya, Selangor Darul Ehsan, Malaysia



www.dutchlady.com.my

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