

# POTATO 'MILK' GOES ON SALE



Caption: DUG finds a niche among plant-based milk products

- Juliet Garland

Coffee with DUG? A potato 'milk' called DUG has joined the range of plant-based milks now available in Australia.

Stocked by Panetta's Mercato in Sydney, and increasingly available through supermarkets in the UK, Sweden, and via Amazon, it sells locally for \$6 for a one litre carton.

The milk is targeting consumers wanting good froth for their coffee while also having strong eco credentials.

The milk is made by combining pressed potatoes with canola oil, under a patented process developed in Sweden by Professor Eva Tornberg at Lund University.

A key quality of the product is that it can be used like any other milk and doesn't separate when added to hot drinks, including tea and coffee, which is a problem with some other plant-based milks when used for cooking or baking.

The details on how the milk is manufactured remain a trade secret, but the product is making solid inroads into the strongly growing UK plant-based milk segment where its sales have been a standout performer for premium brand focused supermarket Waitrose.

Growth has been driven by strong awareness among consumers of the carbon and energy footprints of other plant-based milks, as well as concerns about the environmental and animal welfare issues related to commercial dairying.

Founder of parent company, Veg of Lund, Thomas Olander, says: "Our choice to use potatoes as a base means we have a super sustainable drink."

DUG claims growing potatoes is twice as efficient for agricultural land use as growing oats in the same space. Oat milk is now one of the most popular plant-based milk drinks. It also claims

that potato milk has a 75% lower climate footprint than dairy milk. Moreover potatoes use 56 times less water than growing almonds, which are also popular when processed into milk form. Almond milk takes about 130 litres of water to produce one glass.

The potato milk product was launched in Sweden in last year, and was initially sold online to the UK, before increasingly being stocked by retailers in other countries.

So, what does it taste like? Rachel Redman, marketing manager of Veg of Lund, says it has a balanced taste.

"DUG has a really neutral taste profile. This is one of its major strengths compared to other milk alternatives, which all have quite a distinctive taste that can affect whatever they are mixed with," she says.

The texture is similar to other creamy milk alternatives, with enough foaming potential for coffee.

"The milk is nutritious, low in sugar and saturated fat, and free from 14 of the most common allergens, like lactose, soy, gluten and nuts," Ms Redman says.

DUG is available in three versions: original, barista and unsweetened.

<https://dugdrinks.com/>