

# Dug plant-based potato milk goes on sale in Waitrose



07-02-22 / 1.5 min read

AUTHOR: STEF BOTTINELLI



Swedish company Dug, the first company to create plant-based milk using potatoes, has launched its products in 220 Waitrose stores from today (07.02.22).

Dug potato milk was first launched in the UK on Amazon in September. The plant-based milk comes in three different versions, Dug Original, Dug Barista and Dug Unsweetened and can be used in hot beverages, on cereal, smoothies or recipes, such as pancakes.

based market saw potato milk and potato protein for the alternative meat market as [key trends for 2022](#).

One major challenge for alternative milk producers is the pricing, which often prevents more people from trying a non-dairy milk, says [Intel](#). The current price for a pint of the Dug Barista milk is £1.80, which is double the price of a pint of standard own-brand milk at Waitrose.

Dug's potato milk is made in the UK from ingredients which include pea protein, chicory fibre, rapeseed oil and of course, potatoes.

Alternative milk buyer at Waitrose, Alice Shrubbsall told *The Guardian*: "Demand hasn't slowed in this market and we're seeing customers become more experimental with their alternative milk choices."

Dug is already being sold online on Ocado, Amazon and The Vegan Kind.

## Dug launches plant-based milk made from potatoes

09.09.21

Swedish company Dug has launched their range of plant-based milk made from potatoes. The milk is available in the UK and Sweden.

The potato milk comes in three different versions, Dug Original, Dug Barista and Dug Unsweetened and can be used in hot beverages, on cereal, smoothies or recipes, such as pancakes.

The company's patented emulsion technology was developed by Professor Eva Tornberg at Lund University.

Dug, owned by Veg of Lund, says that the carbon footprint of potatoes is 75% lower than dairy milk. Potatoes use fifty-six times less water to grow than almonds, also a popular ingredient in plant-based milks, and are twice as land efficient compared to oats. As potatoes can be grown almost anywhere, they are also one of the world's most sustainable foods, the company claims.

A number of companies are looking at the starchy tuber beyond its uses as a root vegetable. Potato distributor [Branston](#) announced in July that it's teamed up with agtech start-up B-Hive Innovations to create a potato-based protein to be used in the manufacture of vegan meat. Branston and B-Hive are building a £6M facility for the extraction of the potato protein.

Innovative ingredient company Avebe produces potato starch and protein for the plant-based meat and dairy industry and showcased its products at Food Matters Live. Its potato-based ingredients are 100% vegan, free from allergen labelling and GM-free.

Dug's range of plant-based milk can be purchased in the UK on Amazon.