

CLEAN AND CLEAR PROTEIN WATER

CLEAN LABEL

THE BIG THREE CHALLENGES

- 1 Improved visual appeal
- 2 Optimised textural control
- 3 Consumer demand for cleaner labels



Arla Foods Ingredients
Discovering the wonders of whey 

Whey protein is the natural choice for refreshing, on-the-go nutrition. Nutrition drinks are a hit with active people who want a fast and easy way to support their healthy lifestyle. In a Mintel survey, more than 50% of US consumers said protein enrichment was an important factor when deciding which product to buy.

At Arla Foods Ingredients, we've developed a naturally healthy ingredient for making a protein-enriched sports drink as crystal-clear as water – and just as refreshing.

Neutral in taste and easy to absorb, our whey protein isolate Lacprodan® SP-9213 supports strong muscles and bones in our low-energy beverage concept, which is entirely fat and sugar-free.

Trials in our application centre have successfully produced clear beverages with up to 8.5% whey protein.

All our whey-derived protein ingredients are sourced from grass-fed cows¹, are non-GMO² and contain no hormones². That gives you an all-round clean and healthy label.

WHAT'S IN IT FOR YOU?

YOUR BUSINESS	YOUR PRODUCT	OUR INGREDIENT
High-quality sports nutrition that matches consumer trends	Crystal-clear like water	Lacprodan® SP-9213
Natural, clean-label image	Source of natural, high quality whey protein	
Simple processing	Rich in all essential amino acids	
	UHT-stable	
	Excellent taste	

RESULTS FROM OUR APPLICATION TRIALS

Trials in the Arla Foods Ingredients application centre have documented that Lacprodan® SP-9213 has no impact on taste or viscosity when used as a protein source in nutrition drinks. The whey protein isolate also remains stable in beverages for a minimum of six months, ensuring the high clarity and low viscosity of beverages in storage with no sign of sedimentation.



HEALTH AND NUTRITION CLAIMS

Our crystal-clear protein water concept with Lacprodan® SP-9213 qualifies for a series of FDA nutrition content and health claims.

FDA nutrition content claims:

- “Sugar free” (contains less than 0.5g per reference amount*)
- “Good source of protein” (>10% of the Daily Reference Value for protein per reference amount*)
- “Low energy” (29.7 kcal/serving – 0 cal from fat, 0 cal from sugars)
- “Fat free” (contains less than 0.5g per reference amount*)

* 12 fl oz (360 mL) = one serving

FDA health claims:

- Maintain muscle mass*
- Growth of muscle mass*

* This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

¹ During periods with shortage of pasture growth and low nutritional value of the grass, our farmers may use a foliage-based supplemental feed such as silage or hay. The nutrition of our cows may also include grain to ensure the animals' well-being. Livestock may only be given feed that complies with the relevant legal requirements. We believe the above-mentioned points are fully consistent with the USDA definition of grass/forage-fed although this claim has not been certified by the USDA.

² All our ingredients come from cows not treated with rBST.* Our ingredients are Non-GMO** and contain no pesticide or antibiotic traces.

* No significant difference has been shown between milk derived from rBST-treated and non-rBST-treated cows.

** Our ingredients are not genetically modified through the use of modern biotechnology.

ASK US FOR: samples, recipes, application support

Contact us at sport@arlafoods.com

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