



# Explore the world of **protein** beverages

Arla Foods Ingredients'  
solutions for  
**high protein beverages**





## Healthy, protein-enriched beverages are a top trend

A clear trend is seen in all beverage categories as high protein has emerged as one of the most dynamic healthy eating trends at present. Protein-rich foods are known to enhance satiety and weight management<sup>1</sup>, therefore more consumers demand that their beverages have the same benefits.

The number of new product launches in the protein-beverage category continues to grow, as consumers take more interest in their wellbeing. Increasing levels of exercise and healthy eating cause the demand for protein-rich products to continue to grow.<sup>2</sup>

This increased focus on health and wellness, alongside the growing trend of meals-on-the-go, create a huge opportunity for beverage producers to produce healthy, **convenient products** to meet this growing demand.<sup>3</sup>



## Nutrilac® and Lacprodan®

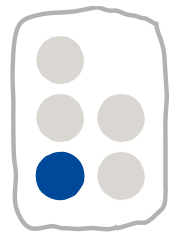
### – Tailoring unique beverages

When using Nutrilac®/Lacprodan® in your beverage, you can easily increase the protein level no matter the pH level.

Our proteins overcome the potential weaknesses of high protein products, such as off-flavours, graininess and process concerns.

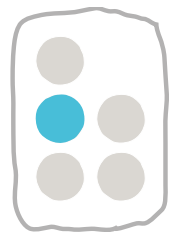
It is entirely up to you to define the viscosity, creaminess and appearance that you desire in your beverage.





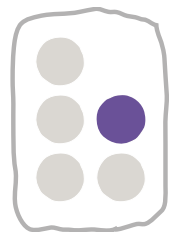
## HIGH-PROTEIN SOLUTION

- Protein enrichment of beverages has become a global trend over the recent years.<sup>4</sup>
- Consumers believe that protein in drinks promotes satiety and enables better control of eating habits.<sup>5</sup>
- Nutrilac® for high protein beverages enables a low, drinkable viscosity, great mouthfeel and superior heat stability even at high protein levels.
- Lacprodan® is soluble in clear drinks enabling a high protein content
- High in protein is a potential claim when the protein energy percentage equals or exceeds 20% of the total calories.<sup>6</sup>



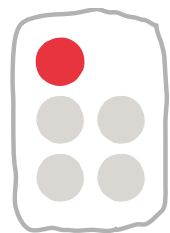
## MILK-BASED BEVERAGE

- Add Nutrilac® protein solutions for milk-based beverages and get high-protein drinks with milky taste and smooth mouthfeel.
- Nutrilac® simulates fat which results in creaminess at low fat levels



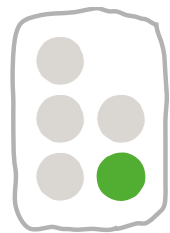
## CLEAR DRINK

- Drinks with protein are taking hold of the sports nutrition market even in the mainstream consumer segment.<sup>7</sup>
- Proteins are proven to enhance muscle recovery and boost exercise performance.<sup>8</sup>
- With Lacprodan® you can increase the protein content of your beverages without dry mouthfeel in your product while keeping a fresh and clear drink.



## WHEY PROTEIN<sup>9</sup>

- Whey proteins are highly satiating, easily digestible and rapidly absorbed.
- Whey proteins are of high nutritional quality and provide all the essential amino acids (EAA) and contain an especially high proportion of the branched chain amino acids (BCAA) documented to effectively stimulate muscle protein synthesis.
- We can offer you specific ingredients solutions that allow you to promote 100% whey protein and whey protein hydrolysate beverage solutions.



## CALCIUM ENRICHMENT

- The growing senior segment is getting older and they want to live an active and healthy life with nutritious and health beneficial products.<sup>10</sup>
- Enrich your beverages with calcium to provide products that benefit seniors' bone health.
- Using our calcium solution, Capolac®, will enable you to raise the level of calcium in your beverage, while claiming 'calcium enrichment' and 'bone health' on product packaging.



## The many **benefits** of Nutrilac® and Lacprodan® for beverages

There are many ways in which you can benefit from using our Nutrilac® and Lacprodan® solutions specifically developed for beverage applications. In the table below, the benefits of our solutions are listed horizontally and the key applications vertically.

	SOLUTIONS	High protein	Calcium enrichment	Whey protein	Clear drink	Milk-based
WEIGHT MANAGEMENT	Protein water	✓	✓	✓	✓	
	Meal supplement	✓	✓	✓		✓
	Satiety drink	✓	✓	✓		✓
	Milky drink	✓	✓			✓
EASY SNACKING	Smoothie	✓	✓	✓		
	Chilled coffee	✓	✓	✓		✓
SPORT	Recovery	✓	✓	✓		✓
	Improved performance	✓	✓	✓	✓	
	Muscle building	✓	✓	✓		✓
	Muscle toning	✓	✓	✓	✓	
HEALTHY AGEING	Active living	✓	✓	✓		✓
	Mental fitness	✓	✓	✓		✓
CHILDREN	Kids smoothie	✓	✓	✓		
	Optimised learning	✓	✓	✓		✓



: Benefit is present in solution



: Benefit is applicable in solution



## Fuel the next generation with healthy choices<sup>11</sup>

Children around the world are getting more obese, partly because of easily accessible, unhealthy foods. As children tend to snack two to three times a day, it is important that these snacks are healthy.

Parents are increasingly looking for snacks containing beneficial nutrients such as protein and calcium, whilst discarding high sugar, high fat snacks. Snacks should be convenient and easy to consume whether the kids are outside playing or in the car on a family trip.

Popular healthy snacks are calcium enriched dairy products, such as high protein smoothies with high levels of nutrients that can promote the feeling of satiety.<sup>12</sup>



Kids smoothie

*Creamy and delicious smoothie for kids*



Optimised learning

*Kids drink with milk phospholipids and protein for optimised learning*



**Kids  
snack  
two to three  
times a day<sup>13</sup>**



# Healthy opportunities for weight management

**54%**  
of women  
believe that  
they are  
overweight<sup>14</sup>

**Around 48%**  
of all women  
monitor what  
they eat to  
manage their  
weight<sup>15</sup>



Protein water  
*Protein drink with fresh taste  
and no dryness or sedimentation*



Meal supplement  
*Tasty and filling drink with high protein  
and low fat content*



Satiety  
*Filling and tasty drink with high  
protein content to promote satiety*



Milky drink  
*Delicious low fat, high protein drink  
with milky flavour*

The health and wellness trend is spreading across many food and beverage categories. With the high levels of overweight and obesity, along with the disease risks associated with this, consumers are striving to lead healthier lifestyles.<sup>16</sup>

Women, especially, are focused on weight management and healthy eating, meaning they shop for low calorie, satiating foods.<sup>17</sup>

Besides looking for healthier products, ingredient transparency on labels is also essential for consumers when choosing the right weight management product. Consumers increasingly demand more natural low calorie products that help them stay full for longer.<sup>18</sup>

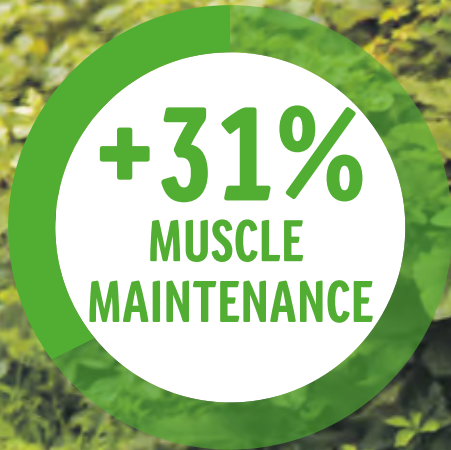


# Tap into the fastest growing sports category

Sports nutrition is one of the fastest growing categories within the health and wellness sector. The category’s sales value grew by 13% in 2014 in the US, and is expecting a constant value growth of 8% until 2019. Protein drinks are moving towards the mainstream segment, as the tendency of focusing on the right nutrition in connection with sports is spreading.<sup>19</sup>

However, consumers do not want to compromise on taste when consuming sports drinks. These recreational athletes want high quality nutrients in convenient products that taste great.<sup>20</sup>

Protein supplement products for muscle maintenance grew by



in 2014<sup>21</sup>



## Recovery

Delicious high protein chocolate milk drink before or after sports



## Improved performance

Clear drink with a superior amino acid composition for fast absorption and muscle recovery after exercise



## Muscle building

Whey protein chocolate milk drink before and after sports



## Muscle toning

Clear low fat drink that supports muscle toning during exercise

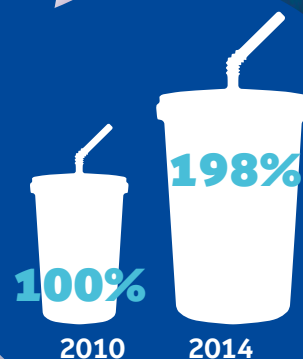


## Easy snacking

Due to busy lifestyles and less sparetime to enjoy, more consumers are morphing their meals into snacks. Trends like grabbing breakfast on the go and having lunch as a quick snack are increasing, making consumers choose easy and convenient foods to enjoy on the go.<sup>23</sup>

Combined with convenience, health is also an important factor when consumers choose what meals they want to snack on. Consumers' awareness of what constitutes healthy snacking is driving mini meals with functional benefits, creating a very inviting market for healthy snacks and beverages with natural and nutritive ingredients.<sup>24</sup>

The number of products promoted with the word 'smoothie' has increased **98%** from 2010 to 2014<sup>22</sup>



Smoothie

*High in whey protein, low fat smoothie to bring on the go*



Chilled coffee

*Creamy protein-enriched coffee flavoured ice drink with great mouthfeel*



## Healthy ageing

One of the fastest growing consumer segments is active seniors. These consumers are striving to work for longer and live an active and healthy life.<sup>25</sup>

Therefore, they are on the lookout for highly nutritious products that benefit their physical and mental health.<sup>26</sup>

In particular, seniors are looking for products to support muscle health and help them stay active for longer. This means that nutritious products rich in proteins and minerals are in high demand. Whey protein is particularly beneficial for this group, as the unrivalled amino acid composition promotes muscle maintenance.<sup>27</sup>

Especially protein enriched products are high in demand when considering seniors' consumption habits.<sup>28</sup>



### Active living

*Creamy drink based on whey proteins for muscle and bone health*



### Mental fitness

*Drink with nutrients that help maintain your cognitive health*



**More than  
20%  
of European  
consumers above  
55 use functional  
foods to support  
and maintain their  
cognitive health<sup>29</sup>**



# Individual needs, individual **protein** solutions

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## **Quality** starts here

Arla Foods Ingredients is a global leader in natural whey ingredients for nutritious food products. Our trademark is the quality we provide to our customers in every aspect of our offering.

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