



**100%**  
whey protein  
source

# THE TASTIEST WAY TO PERFORM YOUR BEST

**Nutrilac®**  
**Sports yoghurt solutions**





# Refuel your with whey p

Whey protein has shown to be nutritionally superior to other sources of protein when it comes to promoting satiety and improving muscle mass. Now Arla Foods Ingredients introduces the solution for the perfect Sports yoghurt – a drinking yoghurt containing **pure whey protein**.

Arla Foods Ingredients' Nutrilac® solution is suitable for both drinking yoghurt and stirred yoghurt.

**100%**  
whey protein  
source

**Highly**  
digestible  
& soluble

**28g**  
per  
serving\*

\* 28g whey protein  
pr. serving in 250 ml



# body roteins



## Bone health

**Protein is important to the integrity of bone, organs and body systems at all life stages.**

An adequate protein intake is especially essential for bone growth, maintenance and renewal, when exercising.

Source:

<http://www.betterbones.com/bonenutrition/protein/benefits.aspx>



# Better taste

## Growing sale of sports drinks

Bn. US\$

10  
9  
8  
7  
6  
5

+35%

6.9


9.3

2012

2017  
Forecast







Whey protein offers **your active consumers** the perfect solution to regenerate their body in a **tasty and natural way**

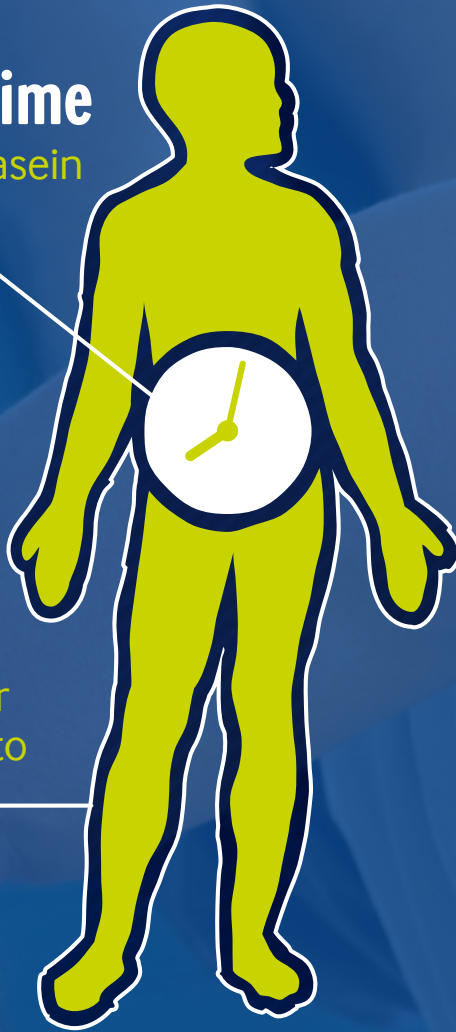
**Whey protein** has long been popular with body-builders and elite athletes for its superb muscle-building and satiety benefits. Specialist health stores have embraced this opportunity, and offered a wide range of high-protein products, such as shakes and whole meal replacements, often enriched with other nutrients like fibers, vitamins and minerals. In recent years, however, whey protein has emerged from this niche to the mainstream market. Now, increasing numbers of 'ordinary' health-conscious consumers are demanding food and beverage products that help them stay fit and toned while looking and feeling good but which are also convenient for their everyday lifestyles .

International market reports state that **protein supplements is one of the fastest growing categories** within consumer health. Within the category of sports nutrition the sale of sports drinks is currently worth 6.9 billion US \$ and this is expected to increase to 9.3 billion US \$ until 2017. The key to tapping into this growth opportunity is to offer consumers 'lifestyle' protein-based products that have **a delicious taste**. These consumers still want the benefit from the whey protein to be able to perform their best, without compromising on taste.



# Faster **muscle**

**Quicker  
digestion time**  
compared to casein



Whey proteins  
make it easy for  
the consumer to  
**stay toned**

In a recent study\*\*, those who used the whey supplement had:

**2x** greater **fat loss**  
(-9.3% vs -4.6%)  
&  
**increased**  
**muscle mass** (2.3%)

+

**Improved**  
physiological  
response to **exercise**  
&  
**reduced**  
total **cholesterol**

+

**Decreased**  
**energy** intake by  
**14.4%**

\*Source: USDEC 2000

\*\* Lockwood et al. (2008). Nutrition & Metabolism 5:11

# regeneration

The Sports yoghurt is made from whey protein of the highest nutritional quality. Whey protein offers a shorter digestion time compared to for instance casein, and optimises the body's muscle-building and satiety response mechanisms. Studies show that adding carbs to a post workout protein intake enhances muscle building even more. Therefore the Sports yoghurt contains added carbs for the benefit of increasing the result of a hard work out.

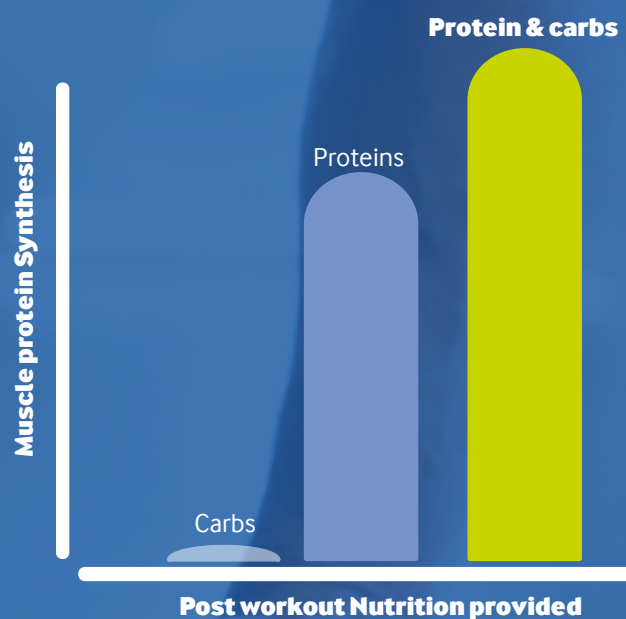
## Nutritive value of key proteins

Protein source	DIAAS
Whey	1,25
Soy protein	0.98
Peas	0.64
Wheat	0.40
Rice	0.38

DIAAS: Digestible indispensable amino acid score

Source: Dietary protein quality evaluation in human nutrition Report of an FAO Expert Consultation 2011 and FAO Food and Nutrition Paper 92 & Schaafsma (2000) Br J Nutr.

## Combine whey protein and carbs for enhanced results



Source: <http://russhowepti.com/what-to-eat-after-a-workout>



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