

# Say goodbye to the taste of protein

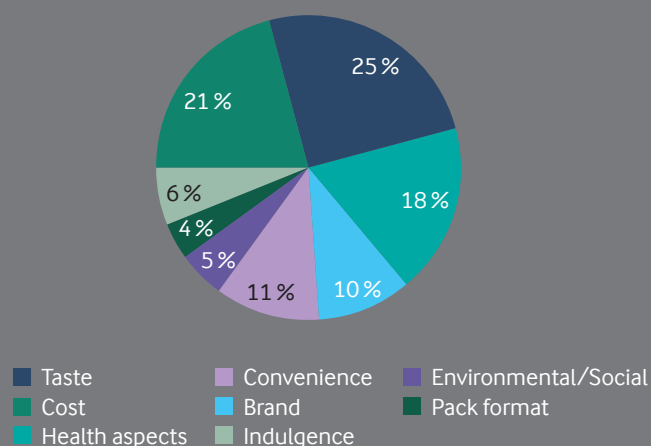
Introducing the next generation of clear protein drinks



## No more compromises

Functional, high-protein products are more appealing than ever to regular consumers. To be successful in today's market, however, products must deliver nutritional benefits whilst tasting great and providing a pleasant mouthfeel.

What factors do consumers pay attention to when buying protein drinks?<sup>1</sup>



## The struggle is real

To date, protein waters have faced formulation challenges concerning taste and mouthfeel. Worrying about rejection from consumers has led mainstream brands to be reluctant when it comes to launching products into the lucrative protein ready-to-drink market.

## Problem solved

At Arla Foods Ingredients we have solved the taste and mouthfeel issues that are commonly associated with protein waters. With Lacprodan® ISO.Water, you can create great-tasting clear protein waters that also provide all of the nutritional benefits of whey protein.

Lacprodan® ISO.Water  
whey protein isolate

# Our ingredient

## Lacprodan® ISO.Water

Lacprodan® ISO.Water is ideal for use in protein ready-to-drink products, making it possible to deliver high-quality whey protein with new flavours and zero dry mouthfeel.



Protein  
**90%**



Fat  
**0.1%**



Lactose  
**0.1%**

- ✓ 100% whey protein
- ✓ High-quality protein with high content of EAA and BCAA
- ✓ Halal and Kosher
- ✓ Non-GMO/GMO-free\*
- ✓ From grass-fed cows\*\*
- ✓ Made in Europe
- ✓ No additives
- ✓ Fat-free

There's no  
better taste



## Applications

### Ready-to-drink protein water

Packed with 20g protein per serving  
500mL

### Ingredients

Water, whey protein isolate  
(from **MILK**), natural flavouring,  
sweetener: sucralose

### Nutritional values

Energy kcal	.....	80
Protein	.....	20g
Fat	.....	0.0g
Carbohydrates	.....	0.0g

## On-pack benefits



**High protein\*\*\***



**No sugar /  
Sugar-free\*\*\***



**No lactose /  
Lactose-free\*\*\***

## References

1. Innova Market Insights, 2019.

\* According to EU Regulation (EC) 1829/2003 on GM food and feed and EU Regulation (EC) 1830/2003.

\*\* 1. During periods of shortage of pasture growth and nutritional value of the grass, our farmers may give the animals foliage-based supplemental feed such as silage

or hay. 2. The nutrition of our cows may also include the incidental feeding of grain, which may occur to ensure the animals' well-being. Livestock may only be given feed that complies with the relevant legal requirements.

\*\*\* According to EU Regulation (EC) 1924/2006 and 21 CFR Part 101.

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