

Power up the active age

Whey fat concentrate for satisfying sports shakes that energise and restore

An instant sports shake is a great on-the-go reward for everyday fitness enthusiasts. But today's active consumers want more than high-quality protein. They want balanced nutrition that restores, energises and satisfies their need to indulge. So it's only natural that sports nutrition and pleasure go hand-in-hand, with creamy textures and rich flavours high on the wish list¹.

At Arla Foods Ingredients, we've got the all-in-one solution. Our instant whey fat concentrate (WFC) is rich in premium protein and dairy fat and low in carbs. Add it to a protein powder shake to obtain the milky taste and creamy texture that many young adults crave.

Natural dairy nutrients

WFC contains all the essential amino acids necessary for muscle recovery and growth, including branched chain amino acids. The high dairy fat content – double that of standard whey protein concentrate (WPC) – is ideal for replenishing energy stores to support a healthy and nutritious diet.

Instant high quality

WFC is the ideal choice for long-life instant powders and can easily blend with or substitute the WPC in your existing formulations with no impact on taste, texture or labelling requirements.



Ask for Lacprodan® SP-7017 INS



Indulgent

Smooth, creamy texture and appealing dairy taste



Energising

Rich in high-quality protein and dairy fat



Instant

Powder for easy handling and minimum foam



Alternative

Supply-stable substitute for instant whey protein concentrate



Global sales of indulgent foods and beverages with an active health claim are currently growing 14% year on year²

Nutritional content of a 300ml shake

- 20g of high-quality whey protein
- 6g of dairy fat

Opportunities for EU-approved health claims

- Protein contributes to growth or maintenance of muscle mass*

Get in touch

Contact us to discuss how Lacprodan® SP-7017 INS can benefit your sports nutrition brand.



1. Innova Trends Survey 2023 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US)

2. Innova Trends Survey 2024 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US)

* Commission Regulation (EU) 432/2012

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