

Ready-to-drink brews to grab and go

# GREAT ENERGY REVIVAL FOR ACTIVE LIFESTYLES

More active adults are looking for convenient drinks that deliver a nutritional boost – right when they need it.

So it's not surprising that the market for functional, ready-to-drink (RTD) tea and coffee is tipped for strong year-on-year growth up to 2026. We've designed two new concepts to help you capture your share of this opportunity.

- A cold brew coffee that delivers an extra energy boost before a workout or in the morning.
- A yuzu-flavoured black tea for replenishing energy stores mid-afternoon.

Both drinks contain Lacprodan MicelPure®, a micellar casein isolate drawn from fresh Danish milk by gentle membrane filtration technology. That way, the protein remains in its purest form with minimal denaturation – and the nutritional benefits stay locked in.

Lacprodan MicelPure® contains 86% native protein.



58%

of consumers choose foods and beverages that **boost energy**

57%

of consumers choose foods and beverages that **support strong and healthy bones**

# Flexible nutrition from a natural source

High in native proteins and calcium, Lacprodan MicelPure® not only delivers a burst of nutrition with a mild milky taste. It's also outstandingly stable when subject to high temperature processes, keeping viscosity low during processing and shelf life.

Exactly the flexibility you need when meeting consumer preferences for an energising grab-and-go drink with a great taste and texture.

Experience the difference in our RTD coffee and tea with Lacprodan MicelPure®.

## Cold-brew coffee RTD

### Functional ingredients added

Lacprodan MicelPure®  
Cold-brew coffee extract

### Functional positioning

Energy for an active lifestyle

### Content per 330ml serving

20g protein  
560mg calcium  
300mg caffeine  
Low fat  
Low sugar



## Black tea with yuzu RTD

### Functional ingredients added

Lacprodan MicelPure®  
Tea extract

### Functional positioning

Afternoon pick-me-up

### Content per 330ml serving

15g protein  
440mg calcium  
Low fat  
Low sugar



## Opportunities for nutrition claims\*



High in protein



High in calcium



Low in sugar and fat

1. Euromonitor International, 2022

2. HealthFocus® International, Global trend study, 2022

\* EU Regulation (EC) 1924/2006

All information is proprietary to Arla Foods Ingredients Group P/S. The information is not intended for end consumers. The information contained in this marketing material is reliable to the best of our knowledge and serves as a source of information only. Statements included do not constitute permission to use any patent or license rights. Recipient(s) must evaluate products for its own specific purpose, including freedom-to-operate, compliance with the applicable regulatory authority and relevant food legislation. No warranties, expressed or implied, are made.

For more information, please visit [www.arlafoodsingredients.com](http://www.arlafoodsingredients.com) or contact us at [sport@arlafoods.com](mailto:sport@arlafoods.com)