

Essentials Bar - the ultimate high-protein wholefood snack



Healthy snacking on the rise

Wholefood snack bars are winning hearts among the great snacking public. Simple, cleaner label recipes that mix nutrition with indulgence are the new darling.

Yet, while the race is on to make bars even more natural and nutritious, one popular nutrient is noticeably absent from many new wholefood snack bars – whey protein.

The explanation lies with the widespread use of sweet superfoods in wholefood bars, like dates, seeds, berries and nuts. When the natural fruit sugars react with the protein, the texture goes from soft to hard during the bars' lifetime.

Simply nutritious, sublimely soft

Essentials Bar made with Lacprodan® SoftBar is proven to overcome this challenge to indulgence, remaining deliciously soft right through shelf life.

All the essentials - no more, no less

An inspirational combination of a whey protein bar and a wholefood bar, Essentials Bar showcases the best of both worlds – and all with just 10 ingredients. That meets standards for a natural positioning in major markets.¹



High in protein and calcium*



Indulgently soft through shelf life



High-fibre wholefood base



No added sugar*
(Contains naturally occurring sugars only)



Natural positioning



A new opportunity to stand out

Health-conscious consumers want indulgent snacks to provide balanced nutrition with less fat and added sugar and no artificial additives.² The combination of Lacprodan® SoftBar whey protein with a wholefood base answers all these needs.

A complete source of essential amino acids, Lacprodan® SoftBar delivers premium nutrition with an exceptional softness and taste.

Choose Lacprodan® SoftBar for

- High-quality whey protein
- Stable, soft texture through shelf life
- Mild dairy taste
- Easy to add and process

Want to know more?

Contact us to discuss the opportunities for your brand.

The best way to make indulgent foods healthier?³

Simple recipes are gaining traction in the market for indulgent, healthy snacks – driven by consumer demand.

More than **1 in 3** consumers say either



Limit/reduce
non-healthy ingredients



Use natural ingredients/
less artificial ingredients

1. EU and USA, Nutrition Integrated 2024

2. HealthFocus® International, Global Trend Study 2022

3. Innova Market Insights 2022

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

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 their 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 or contact us at health@arlafoods.com

arla
foods
ingredients
powering nutrition together

