

Clear, ready-to-mix whey protein shakes




GO CLEAR



What could be better than a refreshing protein shake after a run, an intense workout in the gym or just an active day on the go? Especially if it quenches the thirst, hydrates and restores muscles and delivers a tantalisingly good taste.

With our clear whey protein, everything is possible. As more consumers turn away from the heavy milky textures of traditional sports protein powders, our solutions are made to keep your brand at the top of its game.

We've developed three clear, ready-to-mix powder shake options to inspire you:

-  **A tangy shake that delivers high-quality protein with a refreshing lemonade taste**
-  **A fruit-infused water shake with delicate flavours and a clean texture**
-  **A clear performance shake that combines high-power nutrition with a pure taste**

Each solution showcases our premium Lacprodan® ingredients with high-quality whey protein.

GO FRESH

Lacprodan® ClearShake
100% whey protein isolate

Ingredient benefits

- ✓ Clear, refreshing taste
- ✓ Natural support for daily health
- ✓ Low astringency

Brand positioning

Healthy and refreshing supplement for lifestyle nutrition consumers



GO NATURAL

Lacprodan® ISO.WaterShake
100% whey protein isolate

Ingredient benefits

- ✓ Clean, watery taste
- ✓ Natural source of high-quality protein
- ✓ Opportunities for neutral and mild flavours

Brand positioning

Healthy hydration for active nutrition consumers



GO PREMIUM

Lacprodan® BLG-100
100% beta-lactoglobulin

Ingredient benefits

- ✓ Clean, pure taste
- ✓ High content of EAAs and BCAAs
- ✓ 45% more leucine than whey protein isolate¹

Brand positioning

Maximum muscle growth for performance nutrition consumers



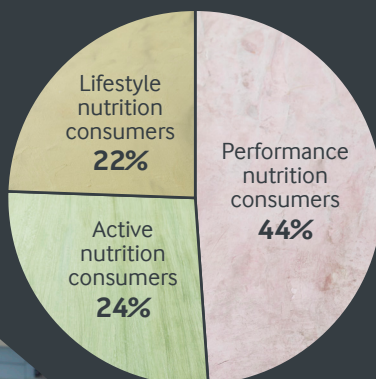
Premium whey proteins for active lives

We've developed three clear whey options to meet individual consumer needs for sports nutrition. Each one contains Lacprodan® whey protein – a natural and complete source of essential amino acids.

No matter which consumer segment your next product innovation targets, there's a ready-to-mix solution for all.

There's plenty of sales potential to build on. Protein powders are the biggest category in the sports nutrition market, with a 46% share of value sales². They're also increasingly popular among mainstream consumers³.

Powdered drinks split by consumer segment



Opportunities for nutrition claims

Each of the three clear shake options contains 20g of protein and no fat or sugar.

Possible on-pack claims include:

- High protein*
- No sugar / sugar-free*
- No fat / fat-free*
- No lactose / lactose-free*
- Contains EAAs and BCAAs**
- Protein contributes to the maintenance of muscle mass and normal bones***

1. Gorissen et al. 2018 (<https://dx.doi.org/10.1007%2Fs00726-018-2640-5>)

2. Euromonitor International 2023

3. HealthFocus® International 2022

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

** Lacprodan® BLG-100 is naturally high in leucine

*** Commission Regulation (EU) 432/2012

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