

Taking protein to the extreme

Optimise muscle recovery with a shot of whey protein

BIG PROTEIN IN A SMALL BOTTLE

- Convenient, on-the-go RTD
- 20g protein per 100ml (3.4oz) serving
- 112kcal per 100ml (3.4oz) serving
- 100% high-quality whey protein hydrolysate as protein source
- Low viscosity

100 ml

**20 g
protein**

Global launches of protein drinks are on the rise, but there are still no high-protein shots on the market made exclusively with whey as protein source¹.

At Arla Foods Ingredients, we can help you change that. Using our whey protein, you can launch a ready-to-drink shot that stands out from the competition.

We've developed our **Protein Extreme** concept to demonstrate this unique opportunity to get 20g of whey protein into a convenient 100ml (3.4oz) serving. It's the ideal protein supplement for people on the move. This pure whey protein hydrolysate is the perfect protein source for athletes and gym-goers who want to maximise recovery after training.

Arla Foods Ingredients

Discovering the wonders of whey



YOUR BUSINESS

- Differentiation of your sports nutrition brand
- Convenient, ready-to-drink format matching today's trends

YOUR PRODUCT

- The first 20% whey protein shot on the market
- 100% high-quality whey protein hydrolysate
- Complete amino acid profile
- Compatible with multiple production options

OUR INGREDIENT Lacprodan® HYDRO.365

Opportunities for on-pack claims

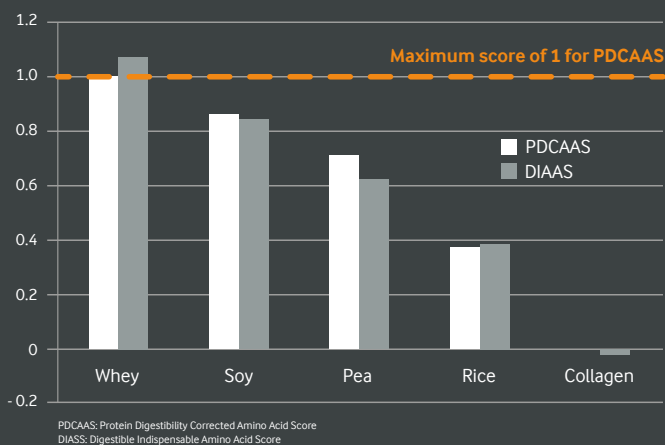
Our Protein Extreme concept provides the following on-pack claim opportunities:



Excellent amino acid profile

Whey protein hydrolysate helps speed up muscle recovery after exercise due to its excellent amino acid composition and fast absorption rate².

In PDCAAS and DIAAS measurements of protein quality, whey protein attains the highest scores; proving the extreme superiority of whey protein over alternative protein sources³.



Disclaimer

This material contains information intended for B2B customers, suppliers and distributors, and is not intended as information to the final consumers. Regulatory bodies around the world have differing parameters regarding product claims. In developing claims and statements for a food, beverage or supplement product label, manufacturers should seek guidance to assure compliance with the appropriate regulatory authority. The information provided in this marketing material is for informational and educational purpose only.

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

** During periods with 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. 3. We believe that the above-mentioned points are fully consistent with the USDA definition of Grass/Forage Fed.

*** Contains naturally occurring sugars

References

1. Innova Market Insights 2018

2. Grimble, G.K. (2000). Nestle Nutrition Workshop Series. Clinical & Performance Programme, 3, 63-84; discussion 84-88.

3. The data in the graph has been extracted from multiple studies (Mathai et. al. 2017. Br J Nutr.; 117(4):490-499. Bindari YR et. al. 2018. J Sci Food Agric.; 98(6):2131-2137. Rutherford SM et. al. 2015. J Nutr. 2015 Feb;145(2):372-9)

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