



Lacprodan® HYDRO.PowerPro

A new whey protein hydrolysate that packs the same power without the bitter taste

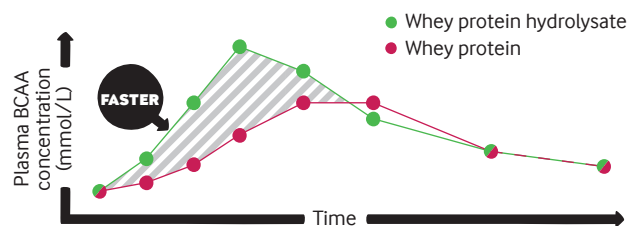
MARKET OPPORTUNITY

Maximise your efforts with a good tasting whey protein hydrolysate

The superior health effects of whey protein hydrolysates are scientifically documented:

- ✓ Faster uptake than intact whey protein and free amino acids¹⁻⁴
- ✓ Less muscle damage after exercise⁵⁻⁷
- ✓ Improved muscle strength after exercise⁷⁻⁹
- ✓ Faster muscle energy replenishment¹⁰

Blood stream appearance of amino acids from different proteins³



CHALLENGE

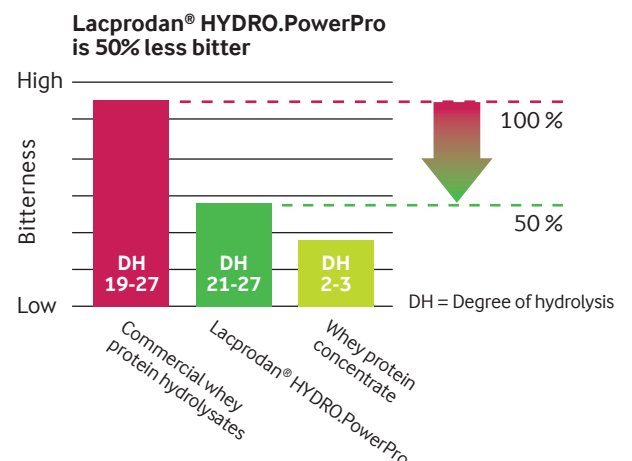
The bitter truth

While extensively hydrolysed whey protein is functionally superior for muscle recovery¹⁻⁷, it is often accompanied by a bitter taste that is not palatable for consumers. The bitter taste profile is a typical challenge for brands during product development.

SOLUTION

Lacprodan® HYDRO.PowerPro just tastes better

The next generation of extensively hydrolysed whey proteins (DH range 21-27%) from Arla Foods Ingredients has been documented to be 50% less bitter than current whey protein hydrolysates on the market with a similar degree of hydrolysis¹¹.



OUR INGREDIENT

Lacprodan® HYDRO.PowerPro

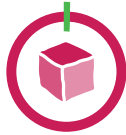
Lacprodan® HYDRO.PowerPro is ideal for use in powder shakes and protein ready-to-drinks, making it possible to serve up fast-acting protein power and recovery to consumers in products that also taste great!



Protein:
84%



Fat:
0.5%



Lactose:
0.2%

- ✓ 100% whey protein
- ✓ High quality protein with high content of EAA and BCAA
- ✓ Halal and Kosher
- ✓ Non-GMO/GMO-free*
- ✓ From grass-fed cows**
- ✓ Made in Europe
- ✓ No additives
- ✓ Fat-free

APPLICATIONS

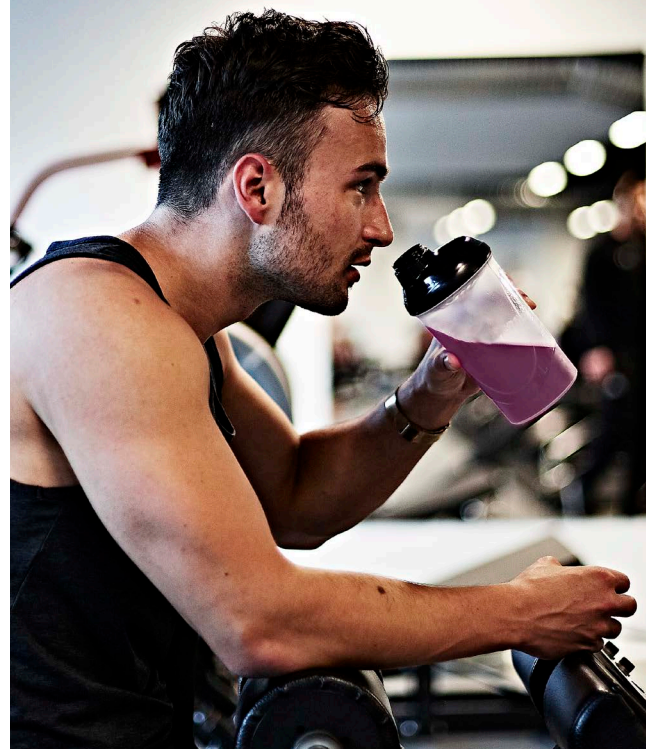
Whey protein shake

Packed with
20g protein
in 300mL

Ready-to-drink protein water

Packed with
20g protein
in 500mL
(4% protein)

It just tastes better



ON-PACK BENEFITS



High-quality
protein



Low
bitterness



No added
sugar



Easy to
dissolve



Great
taste



Low
viscosity

References

1. Kerr 2018, manuscript under submission.
2. King DG, et al. Am J Clin Nutr. 2018;107(4):550-557.
3. Morifuji M, et al. J Agric food Chem. 2010;58(15):8788-8797.
4. Nakayama et al. Nutrients. 2018;10(4).
5. Lollo Int Dairy J. 2014;34(1):19-24.
6. Hansen M, et al. Int J Sport Nutr Exerc Metab. 2014;25(2):97 – 109.
7. Brown MA, et al. Appl Physiol Nutr Metab. 2017:apnm-2017-0412.
8. Buckley JD, et al. J Sci Med Sport. 2010;13(1):178-181.
9. Cooke MB, et al. J Int Soc Sports Nutr. 2010;7:1-9.
10. Morifuji M, et al. Nutrition. 2011;27(7-8):833-837.
11. Based on blinded sensory evaluations.

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

** 1. During periods of 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 definitions of Grass/Forage Fed.

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