



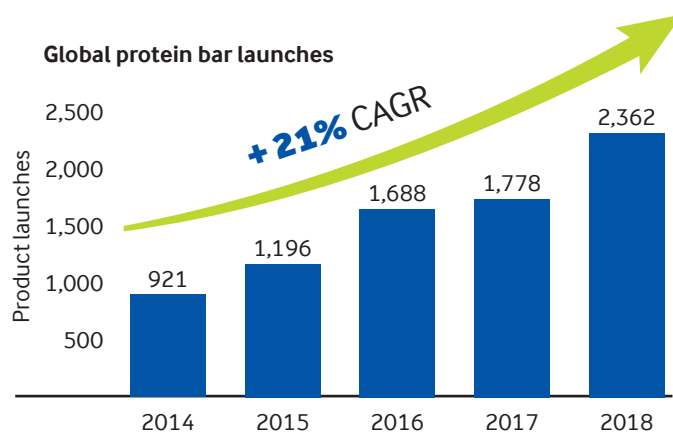
## Upgrade to the next generation of protein bars in three different ways

MARKET OPPORTUNITY

### Consumers have a soft spot for protein bars

Protein bars are in high demand, with a + 21% CAGR in global product launches in the last 5 years<sup>1</sup>.

Primary growth drivers for the protein bar category come from an overwhelming consumer demand for functional foods, meal replacement, instant energy and on-the-go snacks<sup>2</sup>.



With this rapidly growing market, there has never been a better time to overcome the challenges to differentiate your brand.

CHALLENGE  
SOLUTION

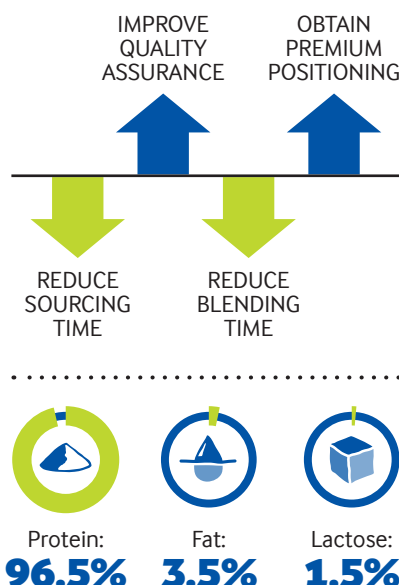
### Whey isolate for bars – go premium

Finding an easier way to incorporate premium whey protein isolate into your bar without wasting time sourcing, balancing and blending numerous ingredients.

Lacprodan® ISO.WheyBar forms the foundation for all new premium protein bar products.

#### Our ingredient: Lacprodan® ISO.WheyBar

A protein mixture based on whey protein isolate and casein.

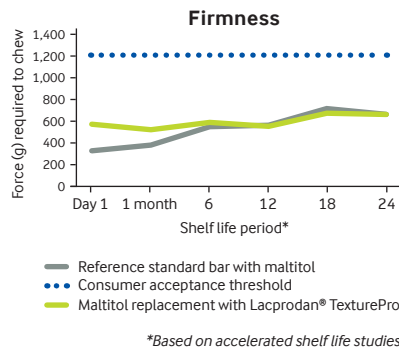


### Manufacturer benefits

- Lacprodan® ISO.WheyBar is a blend of whey protein isolate and dairy protein that comes ready-to-mix, saving you time in production.
- Lacprodan® ISO.WheyBar is quality assured to perform consistently during production. Your bars will also have a consistent nutritional content and texture.
- Lacprodan® ISO.WheyBar allows you to position your bar as a premium product because of the high whey protein isolate content.

## Maltitol removed – texture maintained

There is a problem that many consumers don't know they have; digestion issues from the intake of maltitol in protein bars. Completely replacing maltitol with better tolerated alternatives whilst maintaining a consistent texture in your bar can be a technical challenge.



### Manufacturer benefits

- Only a 1-5% addition of Lacprodan® TexturePro will improve texture of most bars. Use when replacing ingredients such as maltitol.
- Our documentation shows the addition of Lacprodan® TexturePro ensures the same texture can be maintained when removing functional ingredients like maltitol from your bar.
- Lacprodan® TexturePro can also be added to bars requiring a softer texture, therefore extending shelf life without having to make label changes.

Lacprodan® TexturePro is a critical addition for improving texture in existing protein bar products.

### Our ingredient: Lacprodan® TexturePro

A functional, hydrolysed whey protein concentrate.



Protein:  
**90%**



Fat:  
**0.5%**



Lactose:  
**1.9%**

## Highest ever protein – same soft texture

Reaching up to 37% protein in your bar mass using only dairy proteins, without losing softness.



Lacprodan® SoftBar is the essential foundation for new milk protein bar products and gives a pleasant whipped texture.

### Our ingredient: Lacprodan® SoftBar

A functional blend of dairy proteins and hydrolysates.



Protein:  
**88%**



Fat:  
**5%**



Lactose:  
**3.5%**

- Lacprodan® SoftBar is a blend of dairy protein and hydrolysate that comes ready-to-mix, saving you time in production.
- Bars with 37% protein have been validated in production trials using a standard bar process.
- Boost protein even higher than 37% by adding high protein crispies or coatings to your base containing Lacprodan® SoftBar.

### OUR INGREDIENTS:

- ✓ 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

#### References

1. Innova Database, 2019
2. Innova Market Insights, 2019

\* 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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