

Say goodbye to the taste of protein

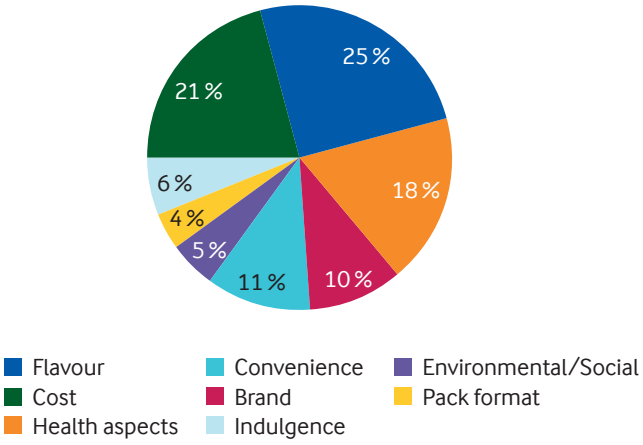
Introducing the next generation of clear protein drinks

MARKET OPPORTUNITY

No more compromises

Functional, high-protein products are more appealing than ever to regular consumers. To be successful in today's market, however, products must deliver nutritional benefits whilst tasting great and providing a pleasant mouthfeel.

What factors do consumers pay attention to when buying protein drinks?[1]



CHALLENGE

The struggle is real

To date, protein waters have faced formulation challenges concerning taste and mouthfeel. Worrying about rejection from consumers has led mainstream brands to be reluctant when it comes to launching products into the lucrative protein ready-to-drink market.

SOLUTION

Problem solved

Arla Foods Ingredients is proud to announce that we have solved the taste and mouthfeel issues that are commonly associated with protein waters.
With Lacprodan® ISO.Water, you can now create great-tasting clear protein waters that also provide all of the nutritional benefits of whey protein.

INTRODUCING

Lacprodan® ISO.Water whey protein isolate

OUR INGREDIENT

Lacprodan® ISO.Water

Lacprodan® ISO.Water is ideal for use in protein ready-to-drink products, making it possible to deliver high-quality whey protein with new flavours and zero dry mouthfeel.

Protein: **90%**

Fat: **0.1%**

Lactose: **0.1%**

- ✔ 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

Ready-to-drink protein water

Packed with 20g protein per serving 500mL

Ingredients

Water, whey protein isolate (from **MILK**), natural flavouring, sweetener: sucralose

Nutritional values

Energy kcal	80
Protein	20g
Fat	0.0g
Carbohydrates	0.0g

ON-PACK BENEFITS

- High in protein
- Sugar-free
- Lactose-free***

References

1. 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.

*** Not regulated on EU level, but on national levels.

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Arla Foods Ingredients
Discovering the wonders of whey

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