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PRESS RELEASE

New Arla Foods Ingredients concept opens doors to protein bar innovation

Arla Foods Ingredients has launched a new concept demonstrating how protein bar manufacturers can improve nutritional profile without compromising on taste or texture.

Making its debut at SupplySide Global (29th-30th October in Las Vegas), Easy Bite is a bite-size protein snack. Created using customized whey protein solution Lacprodan® EasyBar, it delivers up to 40% high-quality protein in a convenient 18g serving. Containing just eight ingredients, it is also high in fiber, with no added sugar or fat, and no maltitol.

All these features meet a growing market need. Ninety per cent of global consumers now consider snacking an essential part of their daily routine, with health increasingly influencing their choices.¹

Additionally, the concept avoids the textural deterioration that can affect protein bars, maintaining stable softness over a two-year shelf life without the need for additional fat or water-binding ingredients like collagen.

Peter Schouw Andersen, Senior Director, Performance Nutrition at Arla Foods Ingredients, said: “We’ve created this concept to respond to the biggest trends in the protein bar market. Taste and texture are still king but health considerations are increasingly important – for younger consumers in particular. Easy Bite meets all these needs, offering a high-protein, low-fat, fiber-rich option that retains its softness without the need for a long ingredients list. We hope it will create exciting new opportunities for protein bar innovation.”

Visitors to SupplySide Global will be able to sample Easy Bite at Booth #6425. Additionally, Arla Foods Ingredients will showcase two other concepts:

- A protein soda that responds to the ‘better-for-you’ soft drinks trend. Featuring specialty whey protein ingredient Lacprodan® BLG-100, it contains 10g of high-quality protein and no sugar.
- ‘Refreshed in Seconds’, a concept that demonstrates the benefits of Lacprodan® ISO.RefreshShake – the latest addition to Arla Foods Ingredients’ portfolio of high-quality whey protein isolates for clear shakes. It delivers 20g of protein per 300 ml/10 oz serving, and offers quick foam breakdown as well as refreshing taste.

¹ A new world of snacking, HealthFocus International, 2024

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About Arla Foods Ingredients

Arla Foods Ingredients is a global leader in improving premium nutrition. Together with our customers, research partners, suppliers, NGOs and others, we discover and deliver documented ingredients and products that can advance lifelong nutrition for the benefit of consumers around the world.

We serve leading global brands in early life nutrition, medical nutrition, sports nutrition, health foods, and other foods and beverages.

Five reasons to choose us:

- We're passionate about improving nutrition
- We innovate by connecting the best
- We master both discovery and delivery
- We build strong, long-lasting partnerships
- We are committed to sustainability

Headquartered in Denmark, Arla Foods Ingredients is a 100% owned subsidiary of Arla Foods.

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