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PRESS RELEASE

Protein waters without the taste of protein? It's clearly possible, says Arla Foods Ingredients

A unique new product from Arla Foods Ingredients overcomes the taste and mouthfeel issues that have long challenged manufacturers of clear protein waters.

The high-protein trend, demand for convenient Ready-To-Drink nutritional beverages and the success of the sports nutrition category have all driven consumer interest in clear protein waters. However, some brands have been reluctant to launch new products due to challenges with taste and dry mouthfeel.

Lacprodan® ISO.Water is a 100% whey protein isolate ingredient that overcomes these issues. Specially designed for clear beverages, it delivers great mouthfeel without the taste of protein, creating new opportunities for innovative products with a unique taste.

Arla Foods Ingredients will showcase the new product at Food Ingredients Europe (3rd to 5th December in Paris) on Stand 6C120.

Troels Laursen, Director, Health & Performance Nutrition at Arla Foods Ingredients, said: "Protein waters are a fantastic way to offer consumers healthy protein in a convenient, refreshing and low-calorie format. However the one box they haven't previously ticked is great taste. Lacprodan® ISO.Water overcomes that challenge, paving the way for products with a far wider range of flavours. It will set a new standard for clear protein waters that taste great as well as meeting nutritional needs."

Lacprodan® ISO.Water is ideal for use in ready-to-drink protein beverages. Made in Europe, it is sugar-free*, fat-free* and lactose-free**, as well as Halal, Kosher and non-GMO.

Other Arla Foods Ingredients products on show at Food Ingredients Europe will include Lacprodan® HYDRO.PowerPro, which offers all the sports nutrition benefits of whey protein hydrolysate without the bitter taste. In blinded sensory evaluations it has been found to be 50% less bitter than comparable products with a similar degree of hydrolysis.

ENDS

* According to EU Regulation (EC) 1924/2006

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

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About Arla Foods Ingredients

Arla Foods Ingredients is a global leader in value-added whey solutions. We discover and deliver ingredients derived from whey, supporting the food industry with the development and efficient processing of more natural, functional and nutritious foods. We serve global markets within early life nutrition, medical nutrition, sport nutrition, health foods and other foods and beverage products.

Five reasons to choose us:

- We have R&D in our DNA
- We offer superior quality
- We are your trusted business partner
- We support sustainability
- We ensure security of supply

Arla Foods Ingredients is a 100% owned subsidiary of Arla Foods. Our head office is in Denmark.

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