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PRESS RELEASE

**Arla Foods Ingredients showcases protein
juice drink solutions for South America
High-quality whey proteins spotlighted at Softdrinks Tech**

Arla Foods Ingredients is demonstrating how South American brands can use its Lacprodan® and Nutrilac® ProteinBoost whey proteins to create protein-enriched, ready-to-drink juice-style beverages.

The South American functional beverages market is expected to achieve a CAGR of 8.75% between 2025 and 2030. Health trends are driving consumer demand for drinks with additional wellness benefits as well as great taste.¹ This is reflected in the growing popularity of functional beverages with protein and energy claims.¹

A new Arla Foods Ingredients survey of 4,000 consumers in Argentina, Brazil, Chile, and Colombia found that great taste, naturalness, and high protein content were their primary considerations when purchasing food.² When asked which products they would like to contain more protein, 31% overall – and 40% in Brazil – cited juices.

At the upcoming Softdrinks Tech event (31st August to 1st September in São Paulo), Arla Foods Ingredients will highlight how manufacturers can meet these needs using its Lacprodan® and Nutrilac® ProteinBoost solutions. These whey proteins enable the creation of refreshing, protein-enriched juice-style drinks with satiety benefits and great taste. Rich in all the essential amino acids, they deliver up to 6% (15g per 250ml) protein, and allow on-pack protein health and nutrition claims.

Lacprodan® clear whey protein isolates allow beverage, performance, and health brands to develop a clear, refreshing juice-style protein drink without the milky flavor of traditional ready-to-drink beverages. Fat-free and with only four ingredients, Lacprodan® supports clean labels and zero-fat claims. It can be produced using UHT treatment, without homogenization.

Nutrilac® ProteinBoost whey protein offers pleasant viscosity and creamy mouthfeel, enabling dairies to innovate with refreshing products such as protein smoothies. It also supports low or zero-fat claims, increasing its appeal to health-conscious consumers. Made with patented

¹ Mordor Intelligence, 'South America Functional Beverage Market & Share Analysis – Growth Trends & Forecasts (2025-2030)', 2025

² 'Consumers in South America – Thoughts on Food and Whey Protein' (Online quantitative survey by Arla Foods Ingredients, distributed by Lindberg International), 2025

microparticulation technology, Nutrilac® ProteinBoost enables smooth protein addition with no technical challenges, requiring only heat treatment pasteurization with homogenization.

Easy to integrate into existing production lines, Arla Foods Ingredients' whey protein solutions are ideal for a variety of applications and markets, such as:

- A nutritious, on-the-go boost for children
- A refreshing post-workout recovery drink
- A fortified breakfast juice for health-conscious consumers
- A nourishing drink for older consumers or patients with additional protein needs

Facundo Martin Cozzi, Application Project Manager, South America at Arla Foods Ingredients, said: "South American consumers are increasingly seeking juice-style drink alternatives that combine natural ingredients, excellent taste, and refreshment with protein benefits such as satiety. Lacprodan® enables brands to combine the familiar taste of juice and the advantages of high-quality, clear whey protein isolates. For dairies, Nutrilac® ProteinBoost allows for innovation with refreshing juice-style drinks boasting superb mouthfeel and creaminess. Our solutions are also easy to use, providing an accessible way for manufacturers to develop their product lines, increase sales, and capture market share in a fast-growing segment."

Softdrinks Tech takes place from 31st August to 1st September at the Frei Caneca Convention Center in São Paulo, Brazil. Arla Foods Ingredients will exhibit at Stand a/b/3.

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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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