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PRESS RELEASE

New Arla Foods Ingredients concept targets rehydration and restoration

Protein and electrolyte combination on show at SupplySide West 2022

Arla Foods Ingredients has launched a new concept that brings together whey protein and electrolytes, targeting two of the most important sports nutrition goals.

With fluid loss of just 2% reducing athletic performance by around 10%¹, and awareness of the importance of replenishing electrolytes growing, rehydration is fundamental to sports nutrition. Science also demonstrates the importance of restoration, with protein intake between sessions driving optimal muscle recovery.²

Unsurprisingly, active consumers are heavily focused on rehydration and restoration, with 43% looking for added protein in exercise related-products and 28% favoring those with electrolytes.³

Arla Foods Ingredients' new 'Rehydrate and Restore' concept demonstrates how brands can meet both needs without sacrificing on taste. The clear refreshing RTD beverage solution features Lacprodan[®] SP-9213, a whey protein isolate that retains its functionality when combined with electrolytes.

Packing 25g of whey protein into a convenient 500ml bottle, it allows on-pack claims such as high-protein⁴, as well as "contains electrolytes", low sugar and low lactose. With a light refreshing taste, it is optimized for a range of different flavors.

Mathias Toft Vangsoe, Sales Development Manager, Health & Performance Nutrition, at Arla Foods Ingredients, said: "The high-protein and hydration trends are two of the most important drivers in sports nutrition right now – as demonstrated by the popularity of functional waters. This inspirational new concept shows how brands can help consumers simultaneously rehydrate

¹ James, L. J., et al. (2017). "Hypohydration impairs endurance performance: a blinded study." *Physiological Reports* 5(12)

² Kato, H., et al. (2016). Protein requirements are elevated in endurance athletes after exercise as determined by the indicator amino acid oxidation method. *PLOS ONE*, Public Library of Science. **11**.

³ HealthFocus[®] International, Global Trend study, 2020

⁴ EU Regulation (EC) 1924/2006 and 21 CFR Part 101

and recover with beverages that contain both electrolytes and high-quality protein. This is a combination that many of our customers have asked us for, and we're delighted to help them meet two of the biggest needs in the sports nutrition space."

'Rehydrate and Restore' will be on show at SupplySide West (2nd and 3rd November in Las Vegas). Arla Foods Ingredients will also showcase two other concepts at its booth (#5853):

- 'Protein in Every Layer': An indulgent bar with protein throughout, featuring high-quality whey and milk protein ingredients from the company's Lacprodan® range
- 'Whey more powerful': A demonstration of the sports nutrition applications of Lacprodan® BLG-100 – a pure beta-lactoglobulin which contains 45% more leucine than commercially available whey protein isolates.

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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, sports 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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