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PRESS RELEASE

Arla Foods Ingredients showcases personalised clear shake innovation at SupplySide Global

Arla Foods Ingredients will demonstrate three new personalised clear shake solutions offering multiple benefits at SupplySide Global (28th-30th October in Las Vegas).

The concepts demonstrate how brands can move beyond “one-size-fits-all” protein shakes to create protein solutions tailored for different performance goals, exercise occasions and active lifestyles.

They tap into the growing market demand for clear protein beverages, which are emerging as a lighter, fruitier, and more refreshing alternative to traditional milky protein shakes.

Combining high-quality Lacprodan® whey proteins with selected functional ingredients, the three concepts are built around a shared recovery need and three distinct performance outcomes:

- **BUILD:** A Resistance Shake with Lacprodan® ISO.RefreshShake + creatine, tailored for strength and power-focused activities such as weightlifting, strength training and CrossFit.
- **SUSTAIN:** An Endurance Shake with Lacprodan® Pro2O + carbohydrates and electrolytes, tailored for endurance-focused activities such as running, cycling and endurance sports.
- **MOVE:** A Mobility Shake with Lacprodan® ISO.WaterShake + collagen for mobility-focused activities such as yoga, pilates, gymnastics and dance.

Peter Schouw Andersen, Senior Director, Performance Nutrition at Arla Foods Ingredients, said: “These exciting new personalised clear shake concepts demonstrate how our clear whey protein isolates can help brands tailor great-tasting solutions to different consumer needs and performance goals. Targeting a wide range of sports nutrition users, from dedicated athletes to everyday active consumers, they deliver high-quality protein and functional benefits in an easy-to-use, convenient product experience. From strength and power to endurance and hydration or mobility and flexibility, the concepts demonstrate the versatility of clear whey protein as a foundation for personalised sports nutrition. With dual benefits trending in the sports nutrition space, our solutions open up opportunities for premium, benefits-driven innovation with clear protein shakes.”

Visitors to SupplySide Global will be able to sample the personalised shake solutions at Booth #2945, alongside three additional concepts:

- An aerated milk protein bar with a light, aerated texture that brings a new sensory experience to the protein bar category. Combining nutrition and indulgence with an airy bite, AirBar features Nutrilac® PB-8420, which delivers stable aeration and texture stability throughout processing and shelf life.
- A high-protein, water-based shot for GLP-1 companion nutrition in a small, convenient format designed for consumers with reduced appetite. Featuring Lacprodan® BLG-100, it contains 21g protein per 100ml and is fat-free, sugar-free and low in lactose, offering great taste, minimal astringency and ambient shelf-life stability.
- A protein soda in a refreshing, sparkling format combining soft drink appeal with high-quality whey protein isolate. It's made with Lacprodan® Pro2O, which enables clear, low-viscosity protein sodas with a clean taste, low astringency, and strong flavour expression, supporting stable, fruity, functional soft drinks with added protein.

To find out more about Arla Foods Ingredients' personalised, clear shake concepts, visit <https://www.arlafoodsingredients.com/personalised-clearshakes/>

For more information contact:

Steve Harman, Ingredient Communications

Tel: +44 (0)7538 118079 | Email: steve@ingredientcommunications.com

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.

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

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

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