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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.

Demand for functional high-protein beverages is as high as ever. Innova Market Insights reports that “protein-rich innovations are surging” as more Americans turn to physical activity to improve their health.¹

Clear protein waters deliver many of the nutritional benefits demanded by consumers in a convenient format. However, until now product developers have faced issues around astringent taste and dry mouthfeel. This has led brands to be reluctant when it comes to launching new protein ready-to-drink beverages and challenged them in meeting consumer demands for tasty and healthy protein drinks.¹

Lacprodan® ISO.Water from Arla Foods Ingredients is a game-changing solution. Specially designed for clear beverages, the new 100% whey protein isolate ingredient offers great mouthfeel without the taste of protein, creating flavor options not previously possible.

Troels Laursen, Director, Health & Performance Nutrition at Arla Foods Ingredients, said: “This is a ground-breaking solution that will create a new standard for clear protein drinks. In the past, manufacturers have been able to use whey protein to meet demand for high-quality protein content and convenience. Now they can add great taste and mouthfeel to that list, ticking all the boxes for a successful product launch.”

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. Arla Foods Ingredients will showcase the new product at this week's SupplySide West (17th and 18th October in Las Vegas).

ENDS

1) Innova Market Insights, 2019

* According to EU Regulation (EC) 1924/2006

** Our product is free of lactose because it has been specially processed to completely remove lactose from the food according to 21 CFR §101.113(e)(1).

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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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