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PRESS RELEASE

Arla Foods Ingredients targets protein bar innovation in South America

Arla Foods Ingredients' bite-sized protein bar concept will make its South American debut at the Nutri Ingredients Summit (NIS) from 31st March to 1st April in São Paulo, Brazil.

Easy Bite is a bite-size, 18g protein bar featuring Arla Foods Ingredients' customized protein solution, Lacprodan® EasyBar. It delivers up to 40% high-quality protein in a convenient, on-trend format and is also high in fiber, with no added sugar or fat, and no maltitol. Made with just eight ingredients, its formulation ensures stable softness throughout a two-year shelf life without requiring additional fat or water-binding ingredients such as collagen.

Designed to appeal to active, health-conscious consumers who seek nutritious snacks without compromising on taste, Easy Bar targets growing demand for healthier snack options in South America. Over the last 12 months, 56% of Latam consumers have switched from traditional snacks such as chocolate to high-protein or low-sugar alternatives.¹

This shift is driven by consumers' increasing health awareness. High-protein products are often perceived as satisfying and aiding weight management, with weight loss a motivating factor for 67% of consumers, and general health for 62%.¹

Sensory experience and perceived health benefits were key factors influencing purchase decisions, highlighting the importance of formulation and taste.¹ Reflecting this, a recent Arla Foods Ingredients survey of 1000 consumers in Brazil found that great taste, naturalness, and high protein content were their primary considerations when purchasing food.² Furthermore, 40% wanted bars with higher protein content, rising to 49% of consumers aged 25-29.

Ignacio Estevez, Application Manager, South America, at Arla Foods Ingredients, said: "The Easy Bite concept has been a big hit globally across tradeshows and conversations with the industry, and now we're showcasing it for the first time in South America. We can provide specialized whey and milk protein ingredients for indulgent, high-protein bars and snacks to help South American manufacturers stay ahead of the game. Our protein bar ingredients deliver great taste, high protein content, and soft texture and bite for extended shelf life. They are ideal for optimizing texture, strengthening labelling claims, and creating a fast, easy-to-formulate solution that will keep consumers coming back for more."

¹ FMCG Gurus, "Active Nutrition in South America", 2024

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

Visitors to NIS will be able to sample Easy Bite at stand 2-40. In addition, Arla Foods Ingredients will also be demonstrating a range of refreshing, clear protein water concepts, featuring high-quality whey protein isolates. These include Lacprodan® ISO.Water for ready-to-drink applications and Lacprodan® ISO.WaterShake for shakes with a clear, water-like quality, offering a convenient solution for hydration and nutrition with no dryness or protein off-tastes.

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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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