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PRESS RELEASE

Protein meets whole foods in new bar concept

Arla Foods Ingredients showcases “the ultimate high-protein wholefood snack” at SupplySide West

Arla Foods Ingredients has launched a new concept for high-protein bars with a natural positioning.

Whey protein is notably absent from many wholefood bars, as it can react with the natural fruit sugars they commonly contain, causing hardening. The Essentials Bar demonstrates how manufacturers can overcome this challenge and meet three key needs: high protein content, a whole foods positioning and softness throughout shelf life.

Making its debut at SupplySide West, the new concept showcases Lacprodan® SoftBar. The whey protein ingredient enables high levels of high-quality protein to be packed into snack bars while maintaining soft texture. In the Essentials Bar it is combined with dairy calcium ingredient Capolac®, as well as dates and nuts for the ultimate wholefood snack.

Designed to inspire cleaner-label alternatives to the complex lists found on many bars, the recipe contains only ten ingredients, with no maltitol or added sugar. It meets US and EU standards for snack bars with a natural positioning, and opens up opportunities for a range of on-pack claims, including high in protein and high in fiber.

Sarah Meyer, Head of Sales Development, Performance Nutrition, at Arla Foods Ingredients, said: “With the healthy snacking trend still on the rise, consumers want indulgent bars that provide balanced nutrition – including protein – but they also want simpler labels. The Essentials Bar pairs high-quality protein with the natural goodness of dates and nuts in a dream combination that has previously been difficult to achieve. It offers bar manufacturers exciting opportunities to create nutritionally optimized bars with cleaner labels, and to stand out in an increasingly crowded category.”

The ‘Essentials Bar’ is one of three concepts being showcased by Arla Foods Ingredients at the SupplySide West expo (30th to 31st October). Exhibiting at Booth #1565, the nutrition leader will also demonstrate how its Lacprodan® ISO.WaterShake can be used in holistic beverages that combine hydration with the nutritional benefits of whey protein.

Meanwhile, the ‘Whey better in seconds’ concept packs 21g of protein into a 100ml shot. The turnkey solution showcases the excellent amino acid profile of BLG (beta-lactoglobulin) ingredient Lacprodan® BLG-100, demonstrating its benefits for rapid protein delivery.

For more information and to arrange interviews, contact:

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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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