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PRESS RELEASE

Arla Foods Ingredients showcases protein soda concept at Vitafoods Europe

Arla Foods Ingredients will highlight the functional benefits of pure BLG (beta-lactoglobulin) in a new protein soda concept at Vitafoods Europe.

Consumers are increasingly seeking functional beverages that support active, balanced lifestyles. In the past year alone, this has seen almost 20% reduce their consumption of traditional carbonated drinks, with over 60% citing health as the primary reason.¹

Arla Foods Ingredients' protein soda concept is a tailored response to the "better-for-you" soft drink trend, providing 10g of protein per serving with zero sugar. It features Lacprodan® BLG-100 to deliver the nutritional power that consumers demand, while offering manufacturers the flexibility of hot and cold processing.

Compared to standard whey protein, Lacprodan® BLG-100 contains more of the essential and branched chain amino acids necessary to support muscle maintenance and growth. Its protein content also supports satiety, appealing to the increasing number of consumers interested in weight management.

Sarah Meyer, Head of Sales Development, Performance Nutrition, at Arla Foods Ingredients, said, "Our exciting new protein soda concept meets the needs of consumers keen to switch out sugary beverages for thirst-quenching, healthier options. Lacprodan® BLG-100's outstanding purity ensures the refreshing, water-like viscosity, clarity and clean taste these consumers love. This enables brand owners to set a new quality standard for protein-enriched soft drinks, including those positioned around physical activity."

Exhibiting at Stand 4D17 at Vitafoods Europe (20th to 22nd May in Barcelona), the leader in premium nutrition will also showcase three additional concepts:

- The Essentials Protein Bar, featuring Lacprodan® SoftBar & Capolac®. Rich in whey protein and calcium, with a high-fibre wholefood base and no added sugar, it remains indulgently soft throughout shelf life

¹ Innova Category Survey 2024

- The Refreshed in Seconds beverage – a ready-to-mix protein powder with quick foam breakdown. Made with Lacprodan® ISO.RefreshShake whey protein isolate, this refreshing shake is ideal for post-workout recovery
- Lacprodan MicelPure® micellar casein isolate – the functional choice for health and medical foods. Providing high-quality, native milk protein, it has a mild, milky taste and low viscosity at high protein concentrations, with excellent heat stability and process flexibility.

Find out more about Arla Foods Ingredients' Protein Soda concept by visiting:

<https://arlafoodsingredients.com/sports-nutrition/explore-industry/concepts/protein-soda/>

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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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