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PRESS RELEASE

Arla Foods Ingredients raises the bar for healthier indulgence

Arla Foods Ingredients has launched a new concept to help manufacturers create protein bars that offer healthier indulgence without compromising on functionality.

The protein bar category is forecast to grow at a CAGR of 6% between 2021 and 2025, largely because of demand for tasty snacks that can quell “carb-cravings”.¹ However, there is a growing call on manufacturers to bridge the gap between health and indulgence, with 55% of consumers saying it is hard to find indulgent snacks they believe are healthy.²

As the bar category becomes more competitive, manufacturers are looking for innovative ways to meet both these needs. One increasingly featured ingredient is peanut butter, which is familiar to consumers and offers indulgent taste as well as melt-in-the-mouth texture.

However, the use of a soft nut butter base in protein bars can result in issues such as the risk of hardening over time, which can affect mouthfeel and shelf life. Arla Foods Ingredients’ newest concept demonstrates how such challenge can be overcome. It combines Lacprodan® SoftBar – a dairy and whey protein ingredient which allows bars to reach up to 37% protein content as well as delivering a soft texture – with creamy peanut butter.

The resulting bar delivers an indulgent eating experience and offers manufacturers opportunities to make claims such as high protein* and high in fibre*. Lacprodan® SoftBar works well in maltitol-free bars and has performed well in shelf-life stability tests.

Joe Katterfield, Sales Development Manager, Health & Performance Nutrition, at Arla Foods Ingredients, said: “The demand for healthy indulgence is especially apparent in the bar category. Nutritional value, protein content in particular, is more important than ever, but products that don’t deliver an enjoyable consumer experience won’t be purchased a second time – especially when there are so many alternatives available. Peanut butter is a great choice because of its flavour and texture profile, and when manufacturers pair it with Lacprodan® SoftBar they can create indulgent bars without sacrificing functionality.”

The new concept can be used by manufacturers as it is, or as a basis for recipes with different flavour combinations or nut butter varieties. It was developed at the Arla Foods Ingredients

¹ Euromonitor International, 2021

² HealthFocus® International: Global Trend Study, 2020

* Regulation (EC) No 1924/2006

Application & Technology Science Centre, the facilities of which now include a protein bar pilot production line.

Joe Katterfield added: “We’re always looking to expand our technological capabilities and we were particularly excited to commission our new bar line. It’s optimised to replicate industrial mixing, extrusion and enrobing processes, as well as flow-wrapping into the wrapper, and it will increase our understanding of the production processes used by the industry today. This will further improve the expert support we offer bar manufacturers and reinforce our position as the go-to partner for specialised dairy and whey protein ingredients.”

View a short video about the pilot production line at:

<https://www.arlafoodsingredients.com/health-foods/explore-industry/ingredients--solutions/active-lifestyle/indulgent-protein-bar/>

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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, sports 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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