

Daily Dose of Dairy

For those who appreciate innovations in dairy products and related beverages



7.17.12



Today's Daily Dose of Dairy™: Student Competition Produces Some "REAL" Winners

- The Dairy Research Institute, through the support of the dairy checkoff, has announced the winners of the inaugural Dairy Research Institute New Product Competition during a special July 16 ceremony at the 2012 American Dairy Science Association (ADSA) Meeting in Phoenix.

1st Place: tOATal Milk, oat-infused vanilla milk enhanced with protein, probiotics, conjugated

linoleic acids (CLA) and fiber

- The product caters to the growing sports performance beverage market and leverages the benefits of protein shakes and grain/nut milks while delivering the nutrition dairy provides.
- With 14 grams of protein and 4 grams of fiber per serving, this beverage has a light, sweet flavor profile.
- By combining the techniques used in the production of fluid milk and beer, the winning team from Clemson University was able to develop this product with only slight modifications to traditional dairy processing equipment.

2nd Place: **Mighty Mango**, an on-the-go mango drinkable Greek yogurt

- Targeted to health-conscious women, the drink contains nearly 10 grams of protein and fewer than 200 calories per serving.
- The team from Mount Saint Vincent University packaged the product in a biodegradable bottle to appeal to consumers' desire for environmentally friendly products.
- They speculated that future flavors could include "Powerful Pineapple," "Brawny Berry," "Toned Tangelo" or "Fierce Fig."

3rd Place: **Wired Berry**, a caffeine-enhanced drinkable yogurt

- Developed by a team from the University of Tennessee, the product is a healthful alternative to sugary, caffeinated energy drinks, as it also provides vitamins, minerals and protein.
- Made with low-fat yogurt, the product is flavored with blueberry and strawberry purees and contains 190 calories per serving.

Three additional products were selected as finalists:

- **Dairy Dream Mango-Orange Smoothie**, a lactose-free, ready-to-drink smoothie from Cornell University
- **Yo-Fizz**, a carbonated yogurt smoothie from Kansas State University
- **PomMOOgranate**, a fortified pomegranate chai milk beverage from the University of Delaware
- This competition was designed to help inspire dairy innovation by challenging college students to develop dairy-based products that meet consumer needs.
- This year, participants were tasked with creating a dairy beverage that included more than 51% of fresh milk, dry milk or other dairy ingredients, which would qualify the product to carry the "REAL" seal.
- The competition was open to undergraduate and graduate students who submitted entries as individuals or teams. The three winners and three runner-ups were selected from 18 entries.
- To find out more about the products and teams, visit USDairy.com/DairyResearchInstitute.
- The Dairy Research Institute is committed to remaining on the cutting edge of dairy product innovation and will launch the second annual New Product Competition this fall with a focus on breakfast.
- Visit USDairy.com/NewProductCompetition to learn more.

Click [here](#) for online version.