



## FUNCTIONAL DAIRY INGREDIENTS FOR SNACKS

June 27, 2012

LAS VEGAS—The **U.S. Dairy Export Council** (USDEC) is showcasing a collection of novel, on-trend applications using functional U.S. dairy ingredients in products at the IFT Annual Meeting and Food Expo in Las Vegas.

Through dairy producer funded activities and affiliated organizations, USDEC connects industry with valuable resources such as the Innovation Center for U.S. Dairy®, Dairy Research Institute®, Dairy Management Inc.™ and the National Dairy Council®.

The 2012 prototypes provide solutions for healthy snacking, simple labels, reduced sodium and achieving higher protein diets.

**Protein Powered Hummus**—Adds substance to a snack or meal with this good source of protein (5 grams) and calcium (10% Daily Value) dip. Made with milk protein concentrate, it appeals to those looking for new protein sources. This prototype also interests older adults seeking improved nutrition, which can be achieved by consuming more protein throughout the day.

**Dairy Protein Jerky Snack**—This portable chewy snack, made with whey protein and whole milk, is dried and shaped to resemble beef jerky. It's a good source of protein (9 grams) for any active consumer who wants a convenient and satisfying snack.

**Dairy Mineral Thirst Quencher**—This dairy-based rehydration beverage with naturally-occurring minerals from milk permeate is a good source of potassium, important for regulating fluid balance. This beverage provides 8% daily value of calcium. It could be fortified with calcium and positioned as an alternative to popular sports drinks and coconut water.

**Savory Greek-style Yogurt**—This snack combines the richness of Greek-style yogurt with vegetables and herbs. It has 22 grams of protein, 25% daily value of calcium and live and active cultures.

**Wellness Wafer**—The combination of whey protein crisps for protein crunch and flaxseed deliver on important health and wellness trends consumers seek. In addition, use of whey permeate keeps sodium levels down, with 80% less sodium than a similar cracker.

**Citrus Crystal Ice**—This cold snack provides 5 grams of protein in each serving because of whey protein and buttermilk.

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