



News Release

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UT Food Science Students Take Third Place with New Energy Drink at National Competition

KNOXVILLE, Tenn. - You see them nearly every day at supermarkets and gas stations, energy drinks promising to give you that extra jolt to get through the day. But how often do you see an energy drink made from yogurt? A group of five University of Tennessee food science and technology seniors did just that, and took home third place in a national competition in the process.

It's called "Wired Berry" and it's a drinkable yogurt that's not only healthy but gives you that extra boost in the morning, just like a cup of coffee. Wired Berry is the brainchild of UT seniors Kayley Ray (not pictured), Abby Roach, Kristen Higginbotham, Megan Cole, and Liz Newman. The team's goal was to develop a healthy energy supplement targeted to college students and young adults.

Wired Berry is made from antioxidant-rich strawberries and blueberries plus heart-healthy taurine and protein for muscle repair. Since this is a yogurt-based drink, it also includes active cultures to support digestive health and a strong immune system.

The students who developed Wired Berry were enrolled in the spring semester Food Science and Technology course 442, taught by Dr. John Mount, undergraduate coordinator in the Department of Food Science and Technology. "I gave them the information about the new dairy beverage competition sponsored by the Dairy Research Institute and they came up with the idea of a drinkable yogurt beverage," he said.

Each year, the Dairy Research Institute holds a new product competition for college student teams. They are charged with developing an innovative dairy beverage that meets current trends in the dairy industry. The UT team received their award at the Annual American Dairy Science Conference in Phoenix, Ariz., on July 16.

"The dairy beverage industry is huge, with an estimated \$37 billion in sales," says Bill Graves, senior vice president of the Dairy Research Institute. "To be at the forefront of product innovation, the Dairy



A group of five University of Tennessee food science and technology seniors has won third place in a national competition sponsored by the Dairy Research Institute for their drinkable yogurt beverage Wired Berry. Pictured are Abby Roach, Kristen Higginbotham, Megan Cole, and Liz Newman. Kayley Ray is not pictured.

Research Institute is providing a platform for students to bring their knowledge and expertise to dairy beverage innovation,” he said.

“Our team set out with a goal to develop an energy breakfast drink for college students and young adults who wanted to get their dairy, fruit, and coffee benefits all in one beverage,” said Mount. “They settled on a blend of strawberry and blueberry purees with low fat plain yogurt,” he said.

Aimed at young people with a fast-paced lifestyle, Wild Berry is a healthy alternative to sugary, carbonated energy drinks. As this generation becomes increasingly concerned with their overall health, Wired Berry may just be the drink to provide energy and health benefits to this active group.

The UT Institute of Agriculture provides instruction, research and public service through the UT College of Agricultural Sciences and Natural Resources, the UT College of Veterinary Medicine, UT AgResearch, including its system of 10 research and education centers, and UT Extension offices in every county in the state.

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