



The Badgers, Door County Cherry Juice & Cheese: Wisconsin Dairy News

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MADISON, Wisconsin (WXOW) - What do the Wisconsin Badgers, Door County Cherry Juice, and cheese plants have in common? The answer might surprise you. In this segment of Wisconsin Dairy News, find out how the Wisconsin Center for Dairy Research is combining all three into a beverage for athletes.

When the UW athletic department approached the Wisconsin Center for Dairy Research to create a nutritional beverage for their athletes that contains Door County cherry juice, K.J. Burrington was ready for the challenge.

K.J. Burrington, of the Wisconsin Center for Dairy Research says, "They really wanted to make it a Wisconsin product so that is why they chose the cherry manufacturer, and we also chose a whey protein isolate manufacturer from Wisconsin as well."

What K.J. created is called Red Whey. The beverage works great for athletes because amino acids in dairy whey protein are metabolized in the muscle, and responsible for triggering muscle protein synthesis that aids muscle recovery.

Burrington: "For athletes that are working out for long periods of time and breaking down their muscles, whey protein is probably one of the best protein sources because it has the highest level of leucine of any other sources of protein available to them."

But this tasty beverage is not only for athletes, it has benefits for others as well.

Burrington: "There are three big consumer groups that whey protein can help, and one is the athletes for muscle recovery, the second would be people that are interested in weight management, and then the third is the aging population."

So whether you're working out to build lean muscle mass, eating right to lose weight, or trying to maintain muscle mass as you age, Red Whey really packs a punch!

Burrington: "The nice thing about this is that if you look at the ingredient legend, there's very few ingredients in it. And most of the nutritional components come from the cherry juice and the whey protein."

And that's Wisconsin Dairy News.

Although the product was developed at the CDR it's manufactured by Country Ovens in Door County. The beverage is available to consumers at local grocery stores.

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