

Chai Protein Pudding

This unique take on a classic comfort food adds a little spice to snacking. Made with wholesome 2% milk, high-quality dairy proteins and added fiber, chai pudding also is a nutritious treat with 14 grams of protein per serving. Appeal to consumers of all ages with this satiating delicacy infused with flavors from India.



14g
OF
PROTEIN

EXCELLENT
SOURCE OF
CALCIUM

MARKET INSIGHTS

- Roughly 41% of global consumers view snacks as an important part of a healthy eating plan, with 50% of those consumers seeking snacks that offer benefits beyond basic nutrition. (IRI, "State of the Snack Food Industry," March 2015)
- While boomers were raised on three-square meals a day, they, too, are succumbing to the all-day grazing habits of their younger counterparts. When boomers snack, they look for protein, fiber and omega-3s. (*Food Navigator*, "Fermented foods, online shopping and all-day-grazing: ConAgra unveils Phil Lempert's top trends for 2015," November 2014)
- Protein is a key nutritional component for many healthy snackers. In fact, 62% of consumers make it a point to get more protein in their diets today. (*FoodService Director*, "Consumers continue to seek healthy snack options," September 2014)
- Restaurant operators are starting to develop new takes on puddings, including regional and ethnic varieties. (*Prepared Foods*, "Ethnic, Authentic on the Menu," August 2014)

INGREDIENTS

	Usage Levels (%)
Milk, 2% reduced fat	65.65
Sugar, granulated	14.00
Milk protein isolate	8.00
Micellar casein concentrate	4.00
Cornstarch	2.80
Soluble fiber	3.20
Modified cornstarch	1.30
Chai flavor	0.85
Color, Exberry shade	0.20
Total	100.00

INGREDIENTS: Reduced-fat milk, sugar, milk protein isolate, micellar casein concentrate, cornstarch, soluble fiber, modified cornstarch, added natural flavors and colors.

Contains: milk

BENEFITS OF U.S. DAIRY

Milk, 2%, reduced fat

- Contributes to nutrient value with protein and calcium while enhancing viscosity

Milk protein isolate

- Adds U.S. dairy protein, calcium, magnesium and phosphorus to boost nutrition, which may reduce the need for additional fortification
- Provides protein enhancement and a complementary and clean dairy flavor without adding significant levels of lactose
- Offers emulsification, foaming and whipping, heat stability and water binding characteristics

Micellar casein concentrate

- Novel ingredient offering high-quality protein with a clean flavor
- Excellent heat stability around neutral pH
- Highly dispersible and soluble with good water binding characteristics
- Offers flexibility to adjust texture (creaminess) and viscosity (thickness)
- Contains casein in its native form

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts	
Serving Size 4 oz (113g) Chai Pudding	
Amount Per Serving	
Calories 170	Calories from Fat 15
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 45mg	2%
Total Carbohydrate 27g	9%
Dietary Fiber 3g	12%
Sugars 20g	
Protein 14g	28%
Vitamin A 2%	Vitamin C 0%
Calcium 40%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories:	2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Protein	50g 65g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Per 100g


Calories	150kcal
Total Fat	1.5g
Saturated Fat	1g
Trans Fat	0g
Cholesterol	10mg
Total Carbohydrates	24g
Dietary Fiber	3g
Sugars	18g
Protein	12g
Calcium	341mg
Magnesium	15mg
Phosphorus	198mg
Potassium	133mg
Sodium	39mg
Iron	0.11mg
Vitamin A	124IU
Vitamin C	0.13mg

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PREPARATION

1. Weigh all ingredients.
2. Blend all ingredients at 40°C.
3. Hydrate for 15 to 30 minutes.
4. Run the ingredients through a cavitator, if available.
5. When the temperature of the cavitator reaches 85°C (185°F), add the chai flavor and coloring.
6. Stop the cavitator when the temperature reaches 90°C (194°F).
7. Hot fill the pudding containers.
8. Cool and store.

(A cavitator uses patented technology for the protein smoothing process. The pudding can be made without using the cavitator but will require adequate hydration of the milk proteins along with high shear mixing/homogenization of all the ingredients, followed by heating and overnight refrigeration.)

Rely on the dynamic lineup of U.S. dairy to meet consumer demands in global product development. The U.S. Dairy Export Council® (USDEC) offers resources on [ThinkUSAdairy.org](https://www.thinkusadairy.org), including a dairy ingredient supplier search, consumer, nutrition and product research, technical insights and prototype assistance to help develop and launch your next successful product.  @ThinkUSAdairy

This formula serves as a reference. Product developers are encouraged to modify the formula to meet manufacturing and finished product specifications needs. Developed at the Institute for Dairy Ingredient Processing at South Dakota State University. ©2015 U.S. Dairy Export Council.