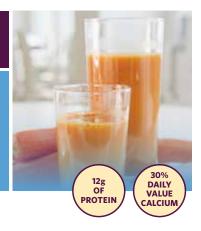
Veggie Burst

After a workout, or for that afternoon pickup, finding a beverage that offers good nutrition is important. This refreshing veggie medley includes high-quality U.S. whey protein, making it an excellent source of protein with 12g (24% Daily Value) per serving, promoting muscle repair and recovery after exercise. Added milk minerals provide 30% Daily Value of calcium — to deliver one nutritious drink to fuel active lifestyles at any age.



MARKET INSIGHTS

- Juice and juice/vegetable drinks are the dominant force in new product launches (almost 43%) within the global soft drinks market category. (Innova, Vegetables & Spices Rev Up Juice & Juice Drinks, June 2013)
- About 40% of consumers who have purchased proteinenriched foods/beverages say they have paid more for those items. (NPD Group, Protein Perceptions and Needs, February 2014)
- Offering a simple label, this beverage fits right into the "less is more" trend resonating with shoppers pure, natural and simple will be the growing mantra of an ever-evolving and increasingly savvy consumer. (NMI, November 2012)

INGREDIENTS

| | Usage Levels (%) |
|------------------------------------|------------------|
| Water | 70.40 |
| Carrot juice concentrate | 10.00 |
| Sweet potato concentrate | 6.30 |
| Whey protein isolate | 4.50 |
| Spinach juice concentrate | 4.20 |
| Celery juice concentrate | 2.10 |
| Romaine lettuce juice concentrate | 0.80 |
| Butternut squash juice concentrate | 0.80 |
| Ginger puree | 0.40 |
| Milk minerals | 0.30 |
| Beet puree | 0.20 |
| Total | 100.00 |

INGREDIENTS: Water, carrot juice concentrate, sweet potato concentrate, whey protein isolate, spinach juice concentrate, celery juice concentrate, romaine lettuce juice concentrate, butternut squash juice concentrate, ginger, milk minerals and beets.

Contains: celery, milk

BENEFITS OF USING U.S. DAIRY

Whey protein isolate

- High-quality, complete protein naturally found in milk that can be used to boost the protein content of foods
- Neutral flavor complements the food to which it is added, limiting the need for masking agents
- Provides functional properties that help improve texture, emulsification and stabilization

Milk minerals

U.S. Label

- Natural source of calcium derived from milk
- Supply phosphorus, magnesium, other minerals and lactose

NUTRITIONAL CONTENT

| Nutri Serving Size | | | cts |
|---|--|--|--|
| Amount Per Ser | rving | | |
| Calories 13 | 0 Ca | lories fro | m Fat 5 |
| | | % Da | aily Value* |
| Total Fat 0g | | | 0% |
| Saturated | Fat 0g | | 0% |
| Trans Fat | 0g | | |
| Cholesterol | 0mg | | 0% |
| Sodium 160 | lmg | | 7% |
| Total Carbo | hydrate 1 | 18g | 6% |
| Dietary Fi | ber 0g | | 0% |
| Sugars 17 | 'g | | |
| Protein 12g | | | 24% |
| Vitamin A 31 | | Vitamin (| 20% |
| Calcium 30% | 6 • 1 | Iron 6% | |
| *Percent Daily Vi diet. Your daily vi depending on yo | alues may be | e higher or l | |
| Total Fat Saturated Fat Cholesterol Sodium Total Carbohydra | Less than Less than Less than Less than | 65g 20g 300mg 2,400mg 300g | 80g 25g 300mg 2,400mg 375g |

| Per 100g | |
|---------------------|---------|
| Calories | 53kcal |
| Total Fat | Og |
| Saturated Fat | Og |
| Trans Fat | Og |
| Cholesterol | 0mg |
| Total Carbohydrates | 8g |
| Dietary Fiber | Og |
| Sugars | 7g |
| Protein | 5g |
| Calcium | 128mg |
| Magnesium | 4mg |
| Phosphorus | 9mg |
| Potassium | 433mg |
| Sodium | 65mg |
| Iron | Omg |
| Vitamin A | 6,476IU |
| Vitamin C | 5mg |
| | |



Veggie Burst

PREPARATION

- 1. Weigh all the ingredients.
- 2. Hydrate whey protein isolate (WPI) and milk minerals with formula water at room temperature while occasionally stirring for 2 hours.
- 3. Mix all the juices together with WPI and milk minerals solution.
- 4. Pasteurize the mixture (prepared in step 3) at 163°F (73°C) for 15 seconds followed by homogenization (2,000/500 psi).
- 5. Bottle and refrigerate.
- 6. Serve cold.

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 Dairy Products Technology Center, California Polytechnic State University. ©2014 U.S. Dairy Export Council.

