



U.S. Dairy
Export Council®

Ingredients | Products | Global Markets

Managed by Dairy Management Inc.™

Dairy Proteins – A Fit for Beverages

IFT 2014

June 22-24, New Orleans LA



Beverage Needstates are Expanding

1970s

- Refreshment
- Basic Function



Today

- Social Fun
- Relaxation
- Individuality
- Wellness/Health
- Hydration
- Energy
- Replenishment
- Portable/Active
- Mood Enhancement



Current Beverage Trends

GENERAL TRENDS: What I Want

- Away from carbonated soft drinks to still beverages
- Natural, real ingredients
- Increased targeting with blurring of categories and fusion products

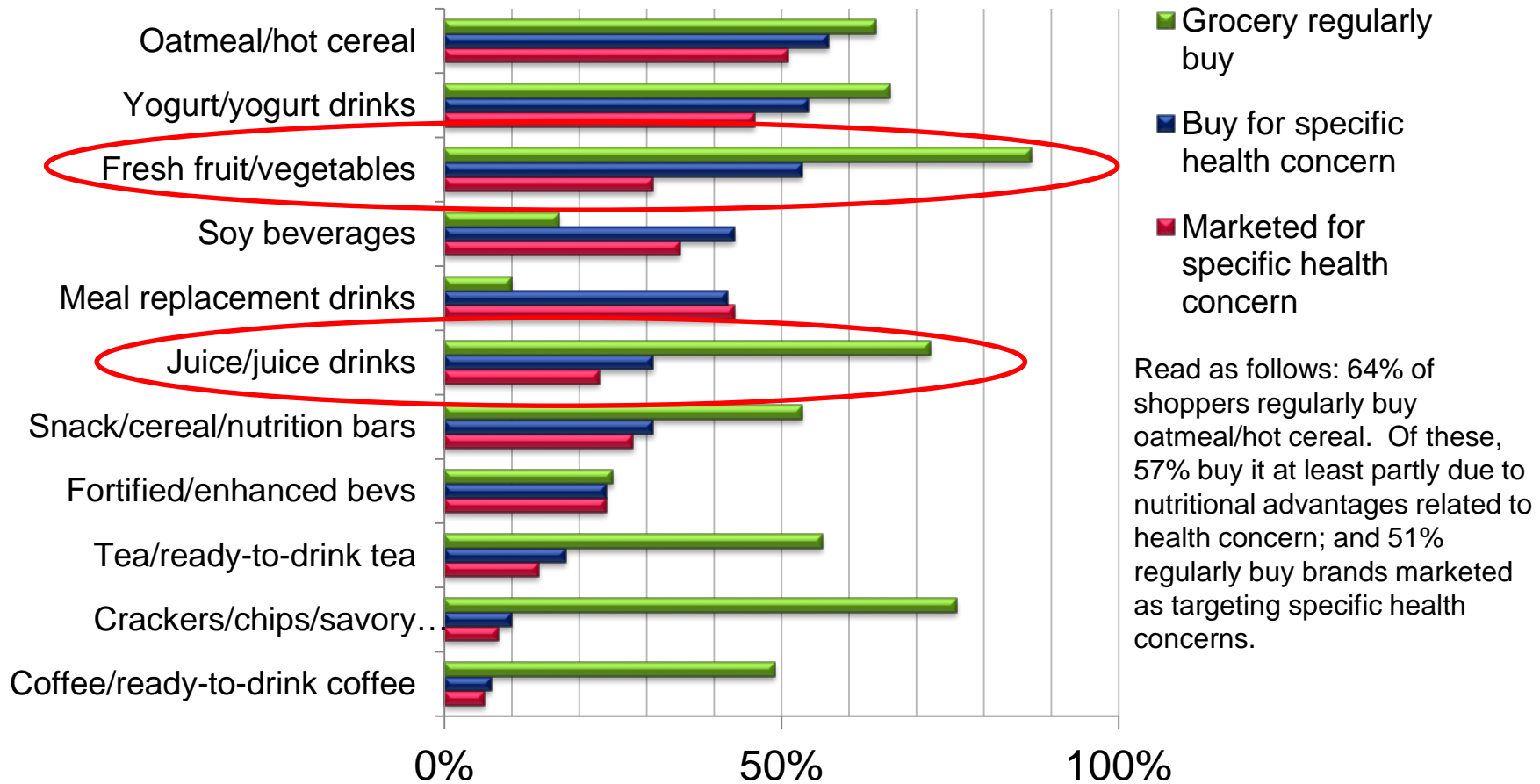
FLAVOR TRENDS: What I like

- Exploded options and greater flavor sophistication through exotic fruits, non-traditional and global flavors, heat/spices
- Less sweet

PACKAGING TRENDS: Where I want it

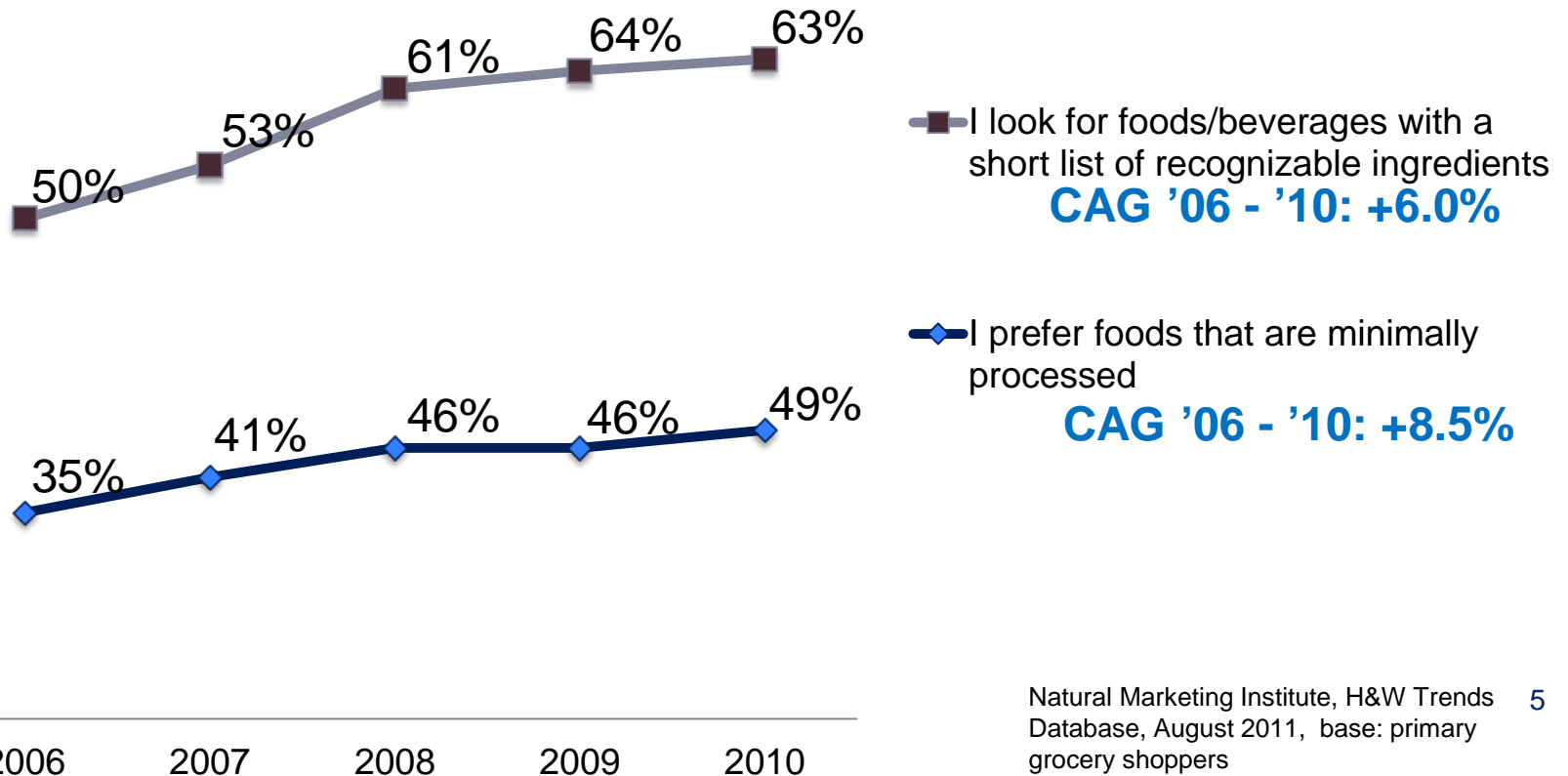
- Portable packaging through single serve and plastic
- Premium packaging and targeted appeal

Purchasing of Selected Types of Grocery w/Targeted H&W Positioning (% US shoppers)



Clean label = recognizable ingredients and minimal processing

Completely/Somewhat Agree-2010



Many Consumers are Interested in Protein

- 97% of US consumers are aware of protein and its benefits compared to 83% in 2008.
- 55% of U.S. consumers express interest in getting more protein in their diets.²
- Nearly half (45%) of consumers look for foods and beverages with a short list of recognizable, minimally processed ingredients.³

1. HealthFocus, 2012
2. IC Protein White Paper
3. NMI Aug 2011

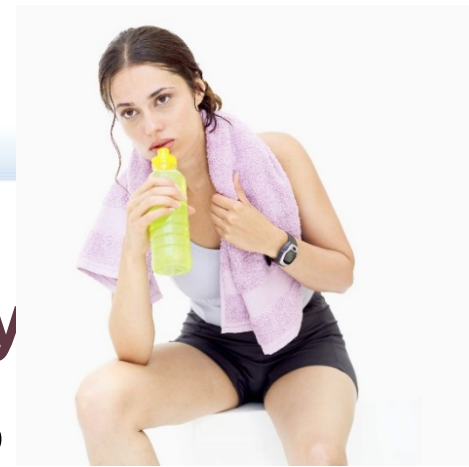


Dairy Proteins are Versatile Ingredients...

- Pure, natural and simple will be the growing mantra of an ever evolving and increasingly savvy consumer.¹
- Whey protein isolate is a high-quality, neutral-flavored protein found naturally in milk that can be used to boost the protein content of foods.
- Milk minerals are a natural source of calcium derived from milk. This single ingredient also supplies protein and minerals which are important for calcium absorption and utilization.²
- Dairy proteins are minimally processed since they're made by physical separation rather than by addition of chemicals.

1. NMI, 2012

2. USDEC Applications Monograph: Calcium



...that also Support Exercise Recovery

- High quality dairy proteins provide the nutrient profile to meet daily and post-exercise nutrition recommendations.
- 88% of consumers recognize that protein helps build muscle.¹
- Choosing a post-exercise snack or beverage that contains high-quality protein will help reduce muscle breakdown and stimulate muscle growth.
- Whey protein is a natural, complete protein that comes from dairy. It delivers all essential amino acids including branched-chain amino acids such as leucine, which are important for muscular health.

Veggie Burst

- This high protein, clean label juice is refreshing after a workout or as a snack.
- A high protein diet promotes both exercise recovery and muscle maintenance with aging.
- Nearly 6 of 10 Americans consider protein content when buying food or beverages.¹
- Juice and vegetable juice drinks comprise nearly 43% of new global drink launches.²
- This excellent protein source contains dairy ingredients whey protein isolate and milk minerals which contribute to the clean label.



12g (24% Daily Value) protein and 30% Daily Value of calcium per 240 ml serving

1. 2012 survey from the International Food Information Council
2. Innova, *Vegetables & Spices Rev Up Juice & Juice Drinks*, June 2013



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Thank you!

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