



Ingredients | Products | Global Markets

Managed by Dairy Management Inc.™

Make Snacking Meaningful with U.S. Dairy

IFT 2014

June 22-24, New Orleans, LA



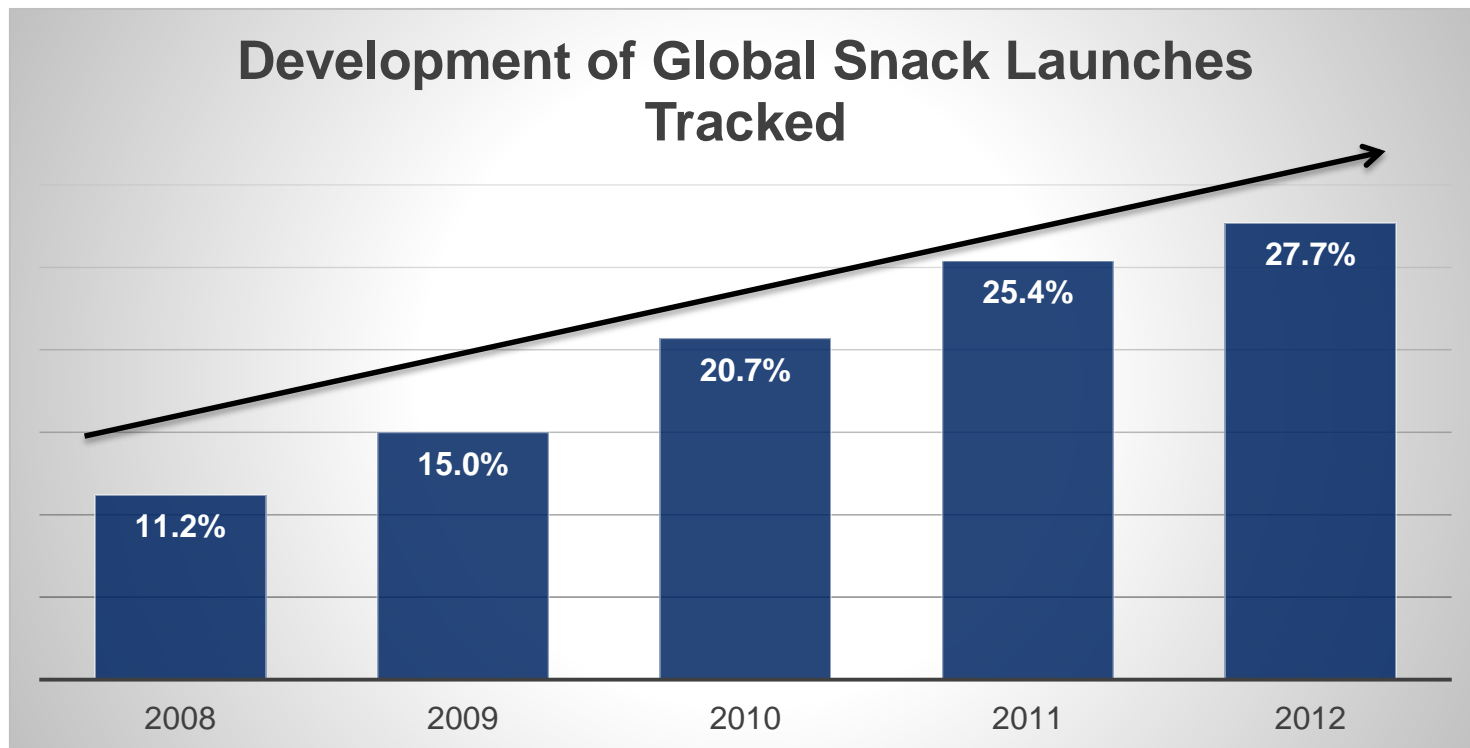
Snacking Is:

- Big – \$96B
- Growing – 18% growth by 2020
- A meal *and* snack is the new normal
- Healthy snacking can be part of a health and wellness regime
- Dairy categories are under-represented



Global Snack Launches are Booming

- Global snack launches have grown by 25% on average per year.
- Snacks were once traditional products like biscuits and chips, but consumer demands have blurred the boundaries of what constitutes a snack.



Consumers are Looking for Calories that Count

- Healthier-for-you segment consistently outpaced the indulgence segment in the past years
- Eating small amounts of food every few hours is healthier than three big meals a day
- Distribution of small treat moments help to avoid over-indulgent binges
- More information available in Innovation Center Snacking White Paper, www.usdairy.com





Consumer Behaviors

- Global snack launches have grown by an average of 25% over the past five years.¹
- A growing trend toward natural has prompted greater interest in snacks made with natural cheese.²
- Satiety-enhancing products are gaining acceptance by health-minded consumers to help avoid overeating.³

1. Innova Database. *Snacks Revolution*. July 2013.

2. Innova Database. *More Choice Across the Cheese Board*. July 2013.

3. IC Protein White Paper, page 35, Dairy Management, Inc.

Concerns about Sodium Reduction Continue



- 34% of consumers are limiting their salt intake by switching to low-sodium products.¹
- Sodium consumption is not just a U.S. issue; there are at least 32 countries with sodium reduction initiatives.²
- In 2012, 53% of consumers tried to limit salt/sodium intake.³
- Whey Permeate can help reduce the need for added salt by enhancing salty perception.

1. Cheese and Sodium Snapshot: Fall 2011 IC for U.S. Dairy® Health & Wellness, Custom Sodium Survey, April 2010
2. Webster JL, Dunford EK, Hawkes C, Neal BC. Salt reduction initiatives around the world. J Hypertens. 2011;29(6):1043-1050.
3. IFIC 2012. 2012 food and health survey. International Food Information Council, Washington D.C. www.ific.org

Poutine-inspired Cheese Dippers

- This convenient snack can help consumers get important nutrients throughout the day.
- Protein is linked to satiety, overall 97% of U.S. consumers are aware of protein and its benefits.¹
- The U.S. is a global leader in cheese production with 450% growth since 2000.
- No consistent evidence that higher dairy intake causes cardiovascular disease exists.²



15g protein per 85g serving

- Contains MPC 80, nonfat dry milk, whey permeate, WPC 80, butter and natural cheese.

1. Innova Database. *Snacks Revolution*. July 2013
2. Dairy Research Institute. *Milkfat and Heart Health*. 2012.



What is Permeate?

- By-product of whey and milk protein manufacture
- Benefits
 - **Label Declaration: Dairy Product Solids**
 - **Provides a consumer-friendly, simple label**
 - Offers sodium reduction alternative
 - Maintains flavour and texture
 - Contributes to surface browning
- Permeate Contains:
 - **Ash-mineral salts**
 - **Calcium phosphate, magnesium, sodium, potassium, etc.**
 - Non-protein nitrogen compounds
 - Urea, creatine, creatinine, uric acid, orotic acid, ammonia
 - Flavor potentiators
 - Lactose

Additional Snack Ideas

Dairy Research Institute 2014 Student New Product Competition Winners

Trifle Au-lait

The Ohio State University



Trifle Au-lait is a perfect snack or dessert, with layers of vanilla cake, creamy pudding and topped with velvety whipped cream. Each tier is bursting with dairy goodness.

Ooodlebar

Iowa State University



Delicious vanilla ice cream loaded with comforting peanut butter cookie dough chunks, Ooodlebar is a new ice cream novelty packed with oodles of protein and calcium.

Nostima

University of North Carolina



Nostima, Greek for “delicious”, puts a new spin on Greek yogurt. This non-fat savory sandwich spread is an alternative for mayonnaise and can be used as an ingredient in dips and sauces.



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