

Better Snacking for Weight Management

IFT 2015 - Chicago



Snacking is Growing in Popularity



- 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.¹
- Quick healthy foods are tending to replace traditional meal occasions. More snacks are targeted at specific moments of consumption with different demand influences at different times of day.²
- Health-conscious lifestyle consumers have shown themselves to be very willing to buy new and innovative healthy snacks.³

1. *IRI*, “State of the Snack Food Industry”, March 2015

2. *Innova Market Insights*, “Top 10 Trends of 2015”, November 2014

3. *New Nutrition Business*, “10 Key Trends in Food, Nutrition & Health 2015.”, November 2014

Snacking and Protein Go Hand-In-Hand

- High-protein snacks have been very successful, even though consumers have traditionally thought of protein as part of a main meal.¹
- Protein is a key nutritional component for many healthy snackers. In fact, 62% of consumers try to get more protein in their diets today.²
- The top four benefit claims driving the growth of healthy snacks are calcium, protein, energy and fiber.³



1. *New Nutrition Business*; “10 Key Trends in Food, Nutrition & Health 2015”, November 2014
2. *Food Service Director*, “Consumer continue to seek health snack options”, September 2014
3. *IRI*, “State of the Snack Food Industry”, March 2015

Protein can Help Increase Satiety and Manage Weight

- Protein is linked to satiety – the feeling of fullness – and consumers are increasingly aware of this. Overall, 97% of U.S. consumers are aware of protein and its benefits.¹



- Calorie for calorie, protein can help people feel fuller longer than carbohydrates or fats.
- Snacks that keep you fuller longer – thanks to protein and fiber – are becoming more important in the mainstream marketplace.²

1. *Innova Market Insights*, “Snacks Revolution”, July 2013

2. *Food Service Director*, “Consumers continue to seek healthy snack options.”, September 2014

Everyone Can Benefit From a High Protein Diet

- Proteins, as part of a higher protein diet, can help maintain a healthy weight, curb hunger, build lean muscle, enhance exercise recovery and maintain muscle with aging.
- Experts suggest consumers spread their protein intake throughout the day. They should aim for 20 to 30 grams of high-quality protein at each meal.¹
- Focusing on breakfast and snacks, which typically are low in protein, is a great first step to help people achieve the recommended amount of protein throughout the day.



1. *Curr Opin Clin Nutr Metab Care*, “Dietary protein recommendations and the prevention of sarcopenia”, Paddon-Jones, D. et al., 2009.

Dairy Proteins Boost Exercise Recovery

- Consuming high-quality proteins such as U.S. dairy proteins, during and/or after exercise, can help build and maintain lean muscle.
- 88% of consumers recognize that protein helps build muscle.¹
- A controlled resistance training program supplemented by pre- and post-exercise intake of casein and whey protein is capable of inducing significant changes in performance and body composition of women.²



1. *New Nutrition Business*, 12 Key Trends in Food, Nutrition and Health 2014

2. *J. Sports Sci and Med*, "The effects of pre- and post-exercise whey vs casein protein consumption on body composition and performance measures in collegiate female athletes", Wilborn CD 2013.

Savory Kimchee-se Pancake

- Inspired by the popular fermented food trend, these savory pancakes offer a bold Korean twist on an American classic.
- Offers 24% of the dairy value for protein and 25% of the daily value for calcium.
- Consumers are looking for added value in their pancakes including organic, gluten-free and added protein.¹
- Research shared at the 2014 Food and Nutrition Conference and Expo showed fermented foods to be healthier, tastier, safer and more digestible.²



12g protein per 110g serving

- Contains U.S. cheese, milk protein concentrate and whey permeate.

1. *Innova Market Insights*, "Pancake Innovation is Far From Flat", July 2014
2. *Food Navigator-USA*, "FNCE 2014 highlights part one", October 2014



U.S. Dairy Proteins are Versatile Ingredients

- Milk protein concentrate (MPC) is a high-quality, neutral-flavored protein. Because it contributes valuable minerals such as calcium, magnesium and phosphorus, the need for additional fortification may be reduced. MPC offers water binding and thickening properties.
- Whey permeate provides salty characteristics that may reduce the need for added salt. It improves surface browning while providing a clean dairy flavor.
- Cheese adds taste appeal while increasing protein content.
- U.S. dairy proteins are minimally processed since they're made by physical separation rather than by addition of chemicals.

Thank you

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