

Fourth Annual New Product Competition 2015 Finalists — Innovating Beverages for Millennials

National Dairy Council® selected three outstanding student product development team finalists in its fourth annual New Product Competition. The National Dairy Council New Product Competition provides a platform for tomorrow's product developers to showcase their knowledge and expertise via novel ways to use dairy proteins, calcium and other dairy nutrients in products. The 2015 competition challenged university teams to create new dairy-based beverages that appeal to millennials' sense of adventure and independence.

The teams exemplifying innovation in new product development for dairy are:

- **Chilk-Out** — Pennsylvania State University
- **Shake and Go Kefir** — North Carolina State University
- **TranquiliBee** — The Ohio State University



These products are being shared with food and beverage manufacturers to help drive on-trend innovations for dairy products and ingredients that fit the needs of the younger generation.

Learn more about the contest and the six semifinalists at USDairy.com/NewProductCompetition.

Millennials: opportunity to grow with dairy

This year's competition focuses on developing a new dairy or dairy-based beverage that appeals to millennials, who are defined by their independence, need for information and their connection to social media and technology.

Research shows that:

- Millennials comprise 22% of the US population, are more ethnically diverse than older adults and are in varied stages of life with marriage and career. They grew up during economic prosperity but entered the workforce during a recession, and many had difficulty gaining employment. They may not have a lot of money to spend, but they are willing to pay for quality.
- Milk consumption among millennials has dipped as they transition to young adults. They tend to be more adventurous in their food and beverage choices, and many new products target this group. They want to know how their food is produced and favor clean food labels with recognizable ingredients. Healthy options are important to them, and their eating habits are moving to an all-day snacking approach.
- Millennials are looking for beverage choices that are balanced, healthy and refreshing and that provide sustainable nutritional content.

This competition is another way National Dairy Council is encouraging the product developers of tomorrow to showcase novel ways to use dairy proteins, calcium and other dairy nutrients in products that meet millennials' needs.

Think U.S. dairy for on-trend innovations

The Global Marketing program of the U.S. Dairy Export Council® (USDEC) works with food and beverage manufacturers to develop products that appeal to consumers worldwide and accelerate growth by providing:

- Information and resources to help successfully develop and position products
- A vast network of research on dairy ingredients, functionality and trends through affiliated dairy checkoff organizations

For more prototype ideas, visit ThinkUSAdairy.org/applications/formulas-and-recipes.

2015 competition finalists

(listed in alphabetical order)

Chilk-Out — Pennsylvania State University

Chilk-Out is a novel functional dairy drink that can be enjoyed any time of day. Each 12-ounce serving contains up to 270 calories and a wide range of nutrients. Chilk-Out is an excellent source of dairy protein (20g/12 oz.) and calcium, and a good source of dietary fiber. The addition of black chia seeds contributes omega-3 fatty acids. Chilk-Out contains 90% dairy ingredients provided by skim milk and milk protein isolate and comes in original vanilla and chocolate flavors.

Ingredients (Original):

Skim milk, sucrose, chia seeds, milk protein isolate, vanilla extract, pectin, d-alpha-tocopherol, vitamin D.



Nutrition Facts	
Serving Size 1 1/2 cup (340g)	
Amount Per Serving	
Calories 270	Calories from Fat 40
%Daily Value*	
Total Fat 4.5g	7%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 210mg	9%
Total Carbohydrate 39g	13%
Dietary Fiber 6g	23%
Sugars 32g	
Protein 20g	
Vitamin A 6%	Vitamin C 0%
Calcium 30%	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 Carb	300g	375g
Dietary Fiber	25g	30g

Shake and Go Kefir — North Carolina State University

Looking for an on-the-go hearty breakfast or an appealing snack? Fruit on the bottom, Shake and Go Kefir smoothie fits the bill. It provides separate layers of chunky fruit and one dairy food group serving in a 12-ounce jar, with all the potential benefits of probiotics. Shake and Go Kefir is an excellent source of protein (13g) and has all the nutrients of an 8-ounce serving of milk and 4 ounces of fruit. Just invert, shake to mix the fruit and kefir, and enjoy!

Ingredients:

Kefir (pasteurized cultured low-fat milk, nonfat milk, pectin, vitamin A palmitate, vitamin D-3), strawberry base (strawberries, sugar syrup, guar gum, locust bean gum, carrageenan, citric acid, potassium sorbate), water, sodium alginate.



Nutrition Facts	
Serving Size 12 oz (340g)	
Servings Per Container 1	
Amount Per Serving	
Calories 230	Calories from Fat 20
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 127mg	5%
Total Carbohydrate 41g	14%
Dietary Fiber 1g	4%
Sugars 40g	
Protein 13g	26%

* Percent Daily Values are based on a 2,000 calorie diet.

TranquiliBee — The Ohio State University

Need to take a break after a busy day? TranquiliBee honey vanilla dairy beverage may be just what you need. TranquiliBee includes valerian root extract, which currently is being studied for potential calming effects. Each 8-ounce serving contains 12 grams of milk protein from 1% milk and milk protein isolate — making it an excellent source of protein as well as calcium (400mg/8 oz.). The perfectly portioned milk and honey in regular (20g sugar, 155 cal.) and alternative (17g sugar, 143 cal.) versions allow hard-working, stressed and busy people to pause and enjoy.

Ingredients (Regular):

Milk (1% fat), milk protein isolate, honey, vanilla extract, L-theanine, valerian, K-carrageenan.



Nutrition Facts	
Serving Size 8 oz (240g)	
Servings Per Container 1	
Amount Per Serving	
Calories 155	Calories from Fat 23
% Daily Value*	
Total Fat 2.5g	4%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 13mg	4%
Sodium 130mg	5%
Total Carbohydrate 21g	7%
Dietary Fiber 0g	0%
Sugars 20g	
Protein 12g	24%
Vitamin A 10%	Calcium 40%
Iron 3%	Vitamin D 25%

* 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