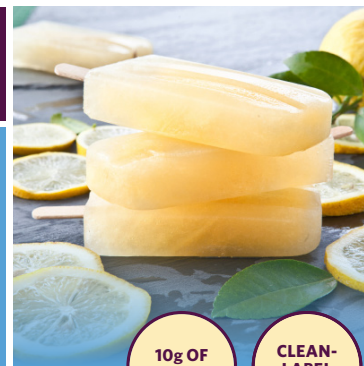


Lemon Ginger Protein Ice Pop

An adult spin on a classic kid treat, this fun flavored ice pop offers excellent nutritive value thanks to a high-quality U.S. dairy ingredient—whey protein isolate. It's a great, portable option for healthy snacking in between meals or post-workout. One serving contains 10g of protein and less than 100 calories.



10g OF PROTEIN

CLEAN-LABEL FRIENDLY

MARKET INSIGHTS

- Many consumers want a holistic diet based on what they perceive as good food choices. They are choosing products that support overall healthy lifestyles, including the mind and body¹ and a healthy environment.
- Lifestyle ingredients are winning; 57% of U.S. consumers want snacks made with what they perceive to be natural ingredients.²
- Although different age groups have their own distinct relationships with food, this frozen treat appeals to multiple generations. Nearly 60% of U.S. Gen Xers and Baby Boomers would like to increase their protein consumption, as well as to 53% of millennials and 39% of Gen Zers.³

INGREDIENTS

| | Usage Levels (%) |
|----------------------------------|------------------|
| Water | 64.18 |
| Lemon juice, frozen, unsweetened | 12.00 |
| Whey protein isolate | 10.55 |
| Honey | 5.00 |
| Sugar, granulated | 5.00 |
| Spice ginger, raw paste | 3.00 |
| Natural flavor, lemon | 0.15 |
| Natural color, yellow | 0.12 |
| Total | 100.00 |

INGREDIENTS: Water, lemon juice (frozen, unsweetened), whey protein isolate, honey, sugar, spice ginger (raw paste), natural flavor (lemon), natural color (yellow).

Contains: milk

BENEFITS OF USING U.S. DAIRY

Application

- Excellent source of protein
- Less than 100 calories per serving
- Clean label without artificial ingredients

Whey protein isolate

- High-quality, complete protein naturally found in milk used to boost the protein content of foods
- Neutral flavor complements foods, limiting the need for masking agents
- Provides functional properties that help emulsify, stabilize and improve texture and clarity
- Contains branched-chain amino acids to support nutrition

NUTRITIONAL CONTENT

U.S. Label

| Nutrition Facts | |
|--|---------------------------|
| Serving Size 1 piece (100g) | |
| Per Serving | |
| Amount Per Serving | |
| Calories 80 | Calories from Fat 0 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 75mg | 3% |
| Total Carbohydrate 10g | 3% |
| Dietary Fiber 0g | 0% |
| Sugars 9g | |
| Protein 10g | 20% |
| Vitamin A 0% | Vitamin C 6% |
| Calcium 0% | 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 Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Protein | 50g 65g |
| Calories per gram: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

Per 100g

| | |
|----------------------------|--------|
| Calories | 80kcal |
| Total Fat | 0.1g |
| Saturated Fat | 0g |
| Trans Fat | 0g |
| Cholesterol | 0mg |
| Total Carbohydrates | 10g |
| Dietary Fiber | 0.1g |
| Sugars | 9g |
| Protein | 10g |
| Calcium | 14mg |
| Magnesium | 4mg |
| Phosphorus | 9mg |
| Potassium | 33mg |
| Sodium | 75mg |
| Iron | 0.1mg |
| Vitamin A | 12 IU |
| Vitamin C | 0.1mg |

Lemon Ginger Protein Ice Pop

PREPARATION

1. Blend all the ingredients.
2. Add the blended ingredients to pre-weighed water and lemon juice.
3. Mix slowly until all the dry ingredients are dissolved.
4. Allow to mix for 10-15 minutes in a HotThermo mixer, applying low to medium shear.
5. Add the ginger paste, flavor and color.
6. Pasteurize at 200°F /93°C for 3 seconds.
7. Fill into ice pop bags and freeze.
8. Store and serve frozen.

Rely on the dynamic lineup of U.S. Dairy to meet consumer demands in global product development. The U.S. Dairy Export Council® (USDEC) offers resources on **ThinkUSAdairy.org**, including a dairy ingredient supplier search, consumer, nutrition and product research, technical insights and prototype assistance to help develop and launch your next successful product. [@ThinkUSAdairy](https://twitter.com/ThinkUSAdairy) www.linkedin.com/in/Think-USAdairy

¹Innova Market Insights. (November 2017). Top Ten Trends 2018.

²Wyatt, S. L. (2018, March 13). New and Emerging Snacking Trends [PDF]. Information Resources Inc. Accessed on June 12, 2018, from http://www.iriworldwide.com/en-us/IRI/media/Library/2018-New-and-Emerging-Snack-Trends_SNAXPO_03_13_18vFinalP.pdf.

³The Hartman Group, Inc. (2017, August 24). Rethinking protein (PDF). Accessed on June 8, 2018, from <https://www.hartman-group.com/hartbeat-acumen/219/rethinking-protein>.

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 Midwest Dairy Foods Research Center, University of Minnesota ©2018 U.S. Dairy Export Council.