

# Mock Mint Protini

Raise your glass to this protein-infused, non-alcoholic, minty martini cocktail mix. Whether shaken or stirred, this beverage contains whey protein isolate, offering 10 grams of protein — that's 20% Daily Value — for an even more satisfying happy hour. Our beverage fusion delivers exceptional taste and nutrition in a unique and natural formulation. Cheers!



## MARKET INSIGHTS

- The protini is a unique fusion that can marry the benefits of dairy with other categories to deliver superior taste and satisfy the gratification need state of consumers. The potential market size for products that satisfy the gratification need state is estimated between \$500 million and \$1 billion by year 2020.
- Diets higher in protein can help curb hunger and preserve lean body mass with aging. A practical way to attain a higher-protein diet is to incorporate protein foods throughout the day, such as adding dairy in nontraditional beverage applications.
- The protini is ideal for the 49% of U.S. consumers who value a short list of recognizable ingredients.

## INGREDIENTS

	Usage Levels (%)
Bottled water	77.38
<b>Whey protein isolate</b>	<b>18.05</b>
Truvia	2.58
Natural mint flavor (Virginia Dare)	1.99
Natural green color (Wild Flavors)	.001
<b>Total</b>	<b>100.00</b>

INGREDIENTS: Water, whey protein isolate, truvia (erythritol, rebiana, natural flavors), natural flavor, natural color.

Contains: milk

## PREPARATION

1. **Hydrate whey protein isolate with water, then mix in the remaining ingredients. Allow beverage to fully hydrate 24 hours.**
2. **Serve chilled with a martini shaker.**
3. **Garnish with spring of mint.**

## BENEFITS OF USING U.S. DAIRY

### Whey Protein Isolate

- A high-quality protein found naturally in milk that can be used to boost the protein content of foods
- Is a complete protein containing all of the essential amino acids ("building blocks") the body needs and is easy to digest
- Very soluble across a wide pH range and provides clarity to perform well in clear beverage applications
- Neutral flavor complements the food to which it is added, limiting the need for masking agents

## NUTRITIONAL CONTENT

### U.S. Label

## Nutrition Facts

Serving Size 8 fl oz ( 240 mL)	
Amount Per Serving	
<b>Calories 50</b>	Calories from Fat 0
% Daily Value*	
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 100mg</b>	<b>4%</b>
<b>Total Carbohydrate 4g</b>	<b>1%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 1g	
<b>Protein 10g</b>	<b>20%</b>
Vitamin A 0%	• Vitamin C 0%
Calcium 2%	• 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
Saturated 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

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](http://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)

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 Dairy Products Technology Center, California Polytechnic State University. ©2014 U.S. Dairy Export Council.

