

Wellness Wafer

Consumers increasingly think of snacking as part of a healthy lifestyle, and this wafer is a good source of protein, unlike many other crackers. The combination of whey protein crisps for tasty protein crunch and flaxseed deliver on important health and wellness trends consumers are seeking. In addition, whey permeate keeps sodium levels down, with 80% less sodium than a similar cracker.*



LOW SODIUM

MARKET INSIGHTS

- Substantial Crunch snacks represent one of the largest snacking segments and are characterized by being more filling and nutritious, and they are typically consumed after lunch.
- As aging consumers strive to reduce their sodium intake, a convenient low-sodium snacking option is appealing as long as taste isn't compromised.
- Studies have concluded that diets higher in protein can help promote satiety, or a feeling of fullness. However, when considering all snacking occasions combined, protein consumption is only 11g per day (14% of total protein intake).

INGREDIENTS

	Usage Levels (%)
Distilled water	32.80
Whey protein crisp 70	23.50
Whole wheat flour	14.00
All-purpose bleached white enriched flour	14.00
Whey permeate (dairy product solids)	4.50
Unsalted butter	3.00
Milk protein concentrate 80	2.00
Flaxseed, cracked	2.00
Sesame seed, white, whole, dried	2.00
Sesame oil	2.00
Double-acting baking powder	0.20
Total	100.00

INGREDIENTS: Water, whey protein crisp 70% protein (whey protein concentrate, corn starch), whole wheat flour, all-purpose flour (bleached wheat flour, malted barley flour, niacin, iron, thiamin mononitrate, riboflavin, folic acid), dairy product solids, unsalted sweet butter (sweet cream, natural flavoring), milk protein concentrate, flaxseed, white sesame seed, sesame oil, double-acting baking powder (cornstarch, sodium bicarbonate, sodium aluminum sulfate, monocalcium phosphate).

Contains: wheat, milk, seame, soy

BENEFITS OF USING U.S. DAIRY

Whey Protein Crisp

- Provides additional high-quality protein in a delicious, crunchy texture

Whey Permeate

- Provides salty characteristics and functionality so that salt may be reduced

Unsalted Butter

- Adds a delicious and authentic flavor

Milk Protein Concentrate 80

- Adds dairy protein and calcium to boost nutrition
- Provides texture and complementary flavor
- Binds water for functional advantages
- High-quality, U.S.-manufactured MPC available

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 13 Crackers (30g)
Servings Per Container

Amount Per Serving		Calories from Fat 30	
		% Daily Value*	
Calories 110			
Total Fat 3g			5%
Saturated Fat 1g			5%
Trans Fat 0g			
Cholesterol 20mg			7%
Sodium 35mg			1%
Total Carbohydrate 13g			4%
Dietary Fiber 1g			4%
Sugars 1g			
Protein 5g			10%
Vitamin A 0%		Vitamin C 0%	
Calcium 8%		Iron 4%	

*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

*Contains 80% less sodium than a similar cracker in the market. Sodium has been reduced from 180mg per serving to 35mg per serving.

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PREPARATION

1. **Crush whey crisps into small bread-crumb-size pieces.**
2. **Blend crushed whey crisps together with all dry ingredients into a bowl.**
3. **Melt butter in warm water.**
4. **Add sesame oil.**
5. **Knead all ingredients together for 3 minutes.**
6. **Cover with plastic wrap and let rest at room temperature for 1 hour.**
7. **Roll very thin. May use a pasta maker to thin the dough. Use thickness 6.**
8. **Cut out crackers with a cookie cutter (Matfer size 50 or 40).**
9. **Place on ungreased parchment paper on a cookie sheet.**
10. **Prick crackers with tines of fork.**
11. **Bake at 375°F for about 10 minutes until golden brown in color.**
12. **Cool on a wire rack.**

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)

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 Wisconsin Center for Dairy Research, University of Wisconsin-Madison. ©2014 U.S. Dairy Export Council.