

Hot Malted Milk Whey Drink

Sip a cozy, hot malted treat that not only tastes good but also provides an excellent source of protein. Since whey protein comes naturally from dairy, this beverage delivers on taste and functionality.



MARKET INSIGHTS

- Consumers are trying to strike a balance between delicious and nutritious.
- Higher-protein hot beverages provide extra nutrition in a traditional family favorite drink.
- Leverage nutrient content claims like “excellent source of protein” on packaging to influence consumers.

INGREDIENTS

	Usage Levels (%)
Sugar, confectioners/powdered, unsifted	36.11
Cocoa Powder, unsweetened, Dutch processed	18.05
Malted Milk Powder	36.11
Whey Protein Isolate, Instant	7.52
Salt	1.43
Cornstarch	0.78
Total	100.00

PREPARATION

1. Heat 5 cups of water in small pot over medium heat.
2. Combine all ingredients in bowl and mix well.
3. Fill heat resistant mug with 66.47 g of mixture.
4. Add 1 cup of heated water to mug and stir well.

BENEFITS OF USING U.S. DAIRY

Malted Milk Powder

- Powder has a likable, unique flavor used in a variety of confectionery and beverage products

Whey Protein Isolate

- Boosts protein content for excellent digestibility
- Contains all of the essential amino acids, in the proportions the body requires for good health
- Provides outstanding flavor and color
- Maintains solubility during processing
- Contributes to the food’s overall nutritional profile

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size (66g)
Servings Per Container

Amount Per Serving		% Daily Value*	
Calories 240	Calories from Fat 30		
Total Fat 3g			5%
Saturated Fat 1g			5%
Trans Fat 0g			
Cholesterol 5mg			2%
Sodium 490mg			20%
Total Carbohydrate 50g			17%
Dietary Fiber 3g			12%
Sugars 35g			
Protein 10g			20%
Vitamin A 0%		Vitamin C 2%	
Calcium 8%		Iron 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	
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 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.