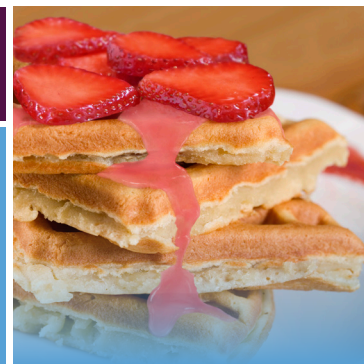


Strawberry Sunrise Waffle

Jump-start your morning with a protein-packed and scrumptious breakfast. This yogurt-infused waffle with a delightful yogurt sauce made with strawberries is an excellent source of protein and calcium (60% Daily Value per half waffle). Diets higher in protein have been shown to help curb appetite. When you're less hungry, you may be less tempted to reach for unhealthy snacks.



MARKET INSIGHTS

- Consuming higher protein levels at breakfast can help achieve a higher protein diet overall.
- The popularity of yogurt at breakfast continues to rise, providing more opportunities to leverage growth.
- Diets higher in protein have been shown to help curb appetite.
- More than two-thirds of consumers are interested in products with a satiety benefit.

INGREDIENTS

	Usage Levels (%)
Yogurt Waffle Formula, 100g	(98.75)
Nonfat plain Greek yogurt	22.50
Water	18.42
Egg, liquid	12.00
Cake flour	11.45
Whole wheat flour	11.45
Granulated sugar	6.25
Whey protein concentrate 80	4.60
Nonfat dry milk	4.60
Butter, unsalted	4.60
Milk calcium and minerals	1.65
Baking powder	0.75
Salt	0.29
Vanilla extract (Virginia Dare)	0.17
Cinnamon	0.02
Yogurt Sauce Formula (optional), 15g	(1.25)
Strawberry syrup	0.75
Fresh strawberries, chopped	0.20
Nonfat plain Greek yogurt	0.20
Granulated sugar	0.10

Contains: milk

BENEFITS OF USING U.S. DAIRY

Yogurt

- Contains important nutrients found in milk, like protein and calcium

Whey Protein Concentrate 80

- Boosts protein content and is easily digested by the body

Nonfat Dry Milk

- Helps build body and texture of baked goods

Unsalted Butter

- Adds a delicious and authentic flavor

Milk Calcium and minerals

- Adds calcium from dairy sources

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 1/2 waffle (100g) Yogurt Sauce (15g)
Servings Per Container

Amount Per Serving		% Daily Value*	
Calories	240	Calories from Fat	60
Total Fat	6g		9%
Saturated Fat	3.5g		18%
Trans Fat	0g		
Cholesterol	85mg		28%
Sodium	300mg		13%
Total Carbohydrate	33g		11%
Dietary Fiber	2g		8%
Sugars	12g		
Protein	13g		24%
Vitamin A	4%	Vitamin C	0%
Calcium	60%	Iron	8%
Phosphorus	35%	Iodine	10%

*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

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PREPARATION

Waffle

1. **Hydrate whey protein concentrate and nonfat dry milk with 100% of the water with constant agitation for 30 minutes. Add milk calcium and minerals after 30 minutes and hydrate another 20 minutes.**
2. **Mix dry ingredients.**
3. **Mix wet ingredients, including hydrated dairy powders, and mix in the yogurt.**
4. **Slowly mix the dry ingredients into the wet ingredients.**
5. **Mix batter for 5 minutes with a high-speed mixer.**
6. **Preheat waffle iron at a medium to low setting.**
7. **Spray waffle iron with nonstick spray and pour 200 grams of batter on waffle iron.**
8. **Cook until golden brown and serve warm with 15 grams of yogurt sauce with strawberries.**

Yogurt Sauce With Strawberries

1. **Mix sugar into syrup. Let sugar dissolve into syrup for 5 minutes.**
2. **Add yogurt to syrup and sugar. Mix with a high-speed mixer for 5 minutes.**
3. **Heat on low temperature while stirring, only long enough to slightly warm sauce.**
4. **Add fresh chopped strawberries and serve 15 grams with the waffle.**

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