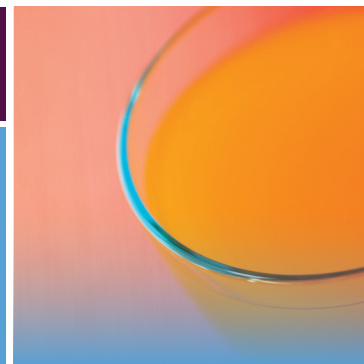


High-Protein Orange Drink

Consuming high-quality protein throughout the day can help with healthy aging. This juice drink, reminiscent of the orange drinks of our childhood, is perfect at any time. With whey protein isolate, it's an excellent source of protein, providing 20% Daily Value per serving. It even adds 12% Daily Value of fiber. All in a clear and colorful drink. What could be more convenient on those fast-paced days?



MARKET INSIGHTS

- Aging consumers are increasingly turning to healthier food choices to help maintain an active lifestyle.
- Consuming higher protein levels at breakfast can help achieve a more evenly distributed and higher protein diet overall.
- More than 25 percent of U.S. adults eat breakfast away from home: Whey protein is versatile and can be added to convenience foods eaten on the go.

INGREDIENTS

	Usage Levels (%)
Water	82.55
Fructose	7.86
Whey protein isolate	4.72
Apple juice concentrate — 70 Brix	2.75
Soluble fiber	1.57
Phosphoric acid solution — 85%	0.30
Natural orange flavor	0.20
Potassium sorbate	0.04
FD&C orange color solution	0.01
Total	100.00

PREPARATION

1. **Mix whey protein isolate, fiber and formula water (at ambient temperature) with high-speed mixer and allow to hydrate 30 minutes with slow agitation.**
2. **Mix in juice, flavors, color and sorbate, keeping agitation slow.**
3. **Use 85% solution of acid to adjust pH to 3.3 to 3.4.**
4. **Heat to 195°F for 30 seconds.**
5. **Fill containers and cool to 40°F.**

BENEFITS OF USING U.S. DAIRY

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
- Maintains solubility during processing
- Minimizes sediments
- Provides clarity in low pH beverages

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 1 cup (227g)
Servings Per Container

Amount Per Serving		% Daily Value*	
Calories 150	Calories from Fat 0		
Total Fat 0g			0%
Saturated Fat 0g			0%
Trans Fat 0g			
Cholesterol 0mg			0%
Sodium 25mg			1%
Total Carbohydrate 26g			9%
Dietary Fiber 3g			12%
Sugars 26g			
Protein 10g			20%
Vitamin A 0%	Vitamin C 0%		
Calcium 6%	Iron 2%		

*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.