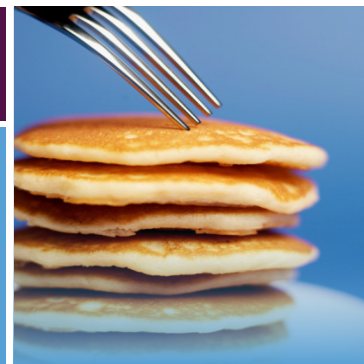


Pancake Mix with Whey Protein

Start the day out right. This pancake mix is fortified with whey protein to provide a healthy breakfast that promotes proper nutrition and satiety with just a few pancakes.



INGREDIENTS

	Dry Mix (%)	Finished Product (%)
Flour, all-purpose	61.42	31.57
WPC 80	17.32	8.91
Vegetable Shortening	10.24	5.26
Sugar	7.87	4.05
Baking Powder	2.36	1.21
Salt	0.70	0.40
Subtotal	100.00	51.40
Water	-	48.60%
Total		100.00

PREPARATION

1. **Measure and mix together dry ingredients.**
2. **Add solid shortening to the dry ingredients and mix on lowest speed using a paddle attachment.**
3. **To reconstitute, add approximately 1 cup water to 1 cup dry pancake mix, mixing until well-blended. Some small lumps will remain.**
4. **Pour approximately ¼ cup batter onto hot, lightly greased heated griddle. Cook on the first side until bubbles come to the surface, then flip to the other side, cooking until golden brown.**

Target Serving Size: 2 pancakes, 4" diameter (38 g each) = 76 g

MARKET INSIGHTS

- Many consumers are seeking healthy breakfast products with higher protein counts to help keep energy levels up during the day
- Whey protein is a high-quality protein naturally found in dairy and diets higher in protein can help in weight management
- Consuming whey protein, as part of a diet higher in protein, can help keep your hunger down and to help you feel satisfied longer between meals

BENEFITS OF USING U.S. DAIRY

Whey Protein Concentrate

- Boosts protein content and is easily digested and absorbed by the body
- Contains all of the essential amino acids required by the body for good health
- Provides a clean, neutral taste
- The protein system adds value by helping reduce preparation complexity and requires only the addition of water

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 2 - 4" pancakes (76g)
Servings Per Container

Amount Per Serving		
Calories 160	Calories from Fat 45	
		% Daily Value*
Total Fat 5g		8%
Saturated Fat 1.5g		8%
Trans Fat 0g		
Cholesterol 5mg		2%
Sodium 220mg		9%
Total Carbohydrate 22g		7%
Dietary Fiber 1g		4%
Sugars 4g		
Protein 8g		
Vitamin A 0%	Vitamin C 0%	
Calcium 10%	Iron 6%	

*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	300 mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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.