

NEWS RELEASE

FOR MORE INFORMATION, CONTACT:

Ashley Cobert
262-938-5483
acobert@bader-rutter.com

From Enjoyment to Nutrition, U.S. Dairy Proteins Deliver the Complete Package at IFT17

Versatility of wholesome and nutritious dairy brings formulation innovations to life at Booth 2270

ARLINGTON, Va., June 15, 2017 — Real, wholesome ingredients produced by passionate farmers who are focused on animal care and environmental stewardship is *Undeniably Dairy*. At the [2017 Institute of Food Technologists \(IFT\) Annual Meeting & Food Expo](#), the U.S. Dairy Export Council® (USDEC) will show attendees the meaning of the slogan for the dairy community's new consumer engagement campaign, *Undeniably Dairy*, with four new prototypes. The prototypes — a matcha-flavored frozen snack bar, high-protein cherry switchel, relaxing and warm chai-flavored beverage and reduced-sodium udon soup — will feature U.S. dairy ingredients' ability to provide unmatched taste, a breadth of nutritional benefits and versatility to be used across a diverse range of applications. They will be available to taste at Booth 2270 during the show in Las Vegas, Nevada, June 24 to 28.

"These prototypes showcase key features that food and beverage manufacturers can add to their products and how U.S. dairy ingredients are indispensable for delivering function, flavor and nutrition to achieve targeted formulation benefits," said Vikki Nicholson, senior vice president, global marketing for USDEC. "The quality and availability that responsibly-produced U.S. dairy proteins can bring to applications is a combination that is unmatched."

Each prototype incorporates ingredients made from U.S. milk, carrying the nutrition from a trusted source to a range of applications. Dairy proteins and permeate enable these prototypes to tap into numerous consumer trends, focusing on high-quality protein, on-the-go nutrition, benefits beyond the label, healthy aging, reduced sodium and globally-inspired tastes.

- **Frozen Matcha Dairy Bar** — This unique frozen sandwich features a Greek yogurt and milk protein isolate filling, flavored with matcha green tea and wedged between crispy oat wafers. Containing 15g of protein from high-quality U.S. dairy ingredients, these are perfect as a frozen breakfast option, for a high-protein snack and as an on-the-go, high-protein matcha item.
- **Whey Protein Cherry Switchel** — When dairy protein is added to a traditional switchel beverage (a vinegar-based drink), consumers of all ages get a refreshing drink with added value. At just 120 calories per 8 oz. serving, the switchel provides benefits that include improved muscle health thanks to 11g of high-quality protein from U.S. whey protein isolate.
- **Milk and Honey Bedtime Beverage** — This calming chai and honey-infused beverage is made with reduced-fat milk, milk protein isolate and micellar casein concentrate. Each serving packs 20g of dairy protein and half of the U.S. daily value for calcium. The result is a creamy and nutritious

drink which can help consumers wind down after a busy day or intense workout and still reap the benefits of high-quality protein.

- **Reduced-sodium Protein Udon Soup** — An easy-to-prepare comfort food gets an upgrade with reduced sodium and authentic flavors. The savory, protein-enriched udon noodles and Asian broth dish contains 11g of protein per serving with 45% less sodium than similar products on the market. High-quality U.S. dairy ingredients, including whey protein concentrate and whey permeate, add nutritional value to this upscale, yet convenient, comfort food.

For more dairy-related information, attendees can visit these two sessions at IFT17:

- A Toolbox Approach to Developing High-Protein Dairy Foods
 - June 26, 2017; 10:30 am to 12 p.m.; Titian 2201A
- Commercially Trending Technologies for Beverage Processing
 - June 27, 2017; 11 a.m. to 12:30 p.m.; Bellini 2103

Looking for ideas on what else to check out during IFT17? Pick up a handout that provides a map showing U.S. dairy supplier booth locations. These exhibitors exemplify the diverse product portfolios offered by U.S. Dairy to help accelerate company growth and drive businesses forward.

Visit ThinkUSAdairy.org for more information on IFT17, and subscribe to USDEC's [Dairy Spotlight](#) for more information on U.S. dairy ingredients and resources to help effectively formulate nutrition, function and taste in food and beverage products.

Media: [Click here for images of the four prototypes.](#)

About U.S. Dairy Export Council

The U.S. Dairy Export Council® (USDEC) is a nonprofit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. Funded primarily by the dairy checkoff program through Dairy Management Inc.™, the mission of USDEC is to enhance U.S. global competitiveness and assist the U.S. industry to increase its global dairy ingredient sales and exports of U.S. dairy products. USDEC accomplishes this through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. USDEC is supported by staff across the United States and in Mexico, South America, Asia, Middle East and Europe.

The U.S. Dairy Export Council prohibits discrimination on the basis of age, disability, national origin, race, color, religion, creed, gender, sexual orientation, political beliefs, marital status, military status, and arrest or conviction record.