# Food and Beverage Innovation for Today's Complex Consumer: An Exploration of the Evolving Marketplace



#### New Foods for New Lifestyles



























## Dairy Ingredients Fuel On-Trend Innovations

- Protein-enriched snack foods
- Satiating endurance/energy
- Clean label
- Vegetarian, not vegan
- Lactose free
- Low-carbohydrate/keto diets



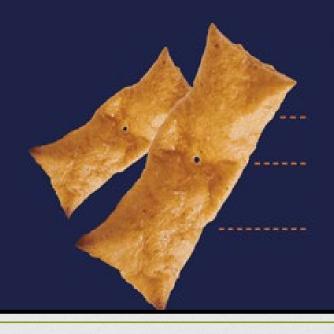
#### Cheddies Cheese Crackers

- Cheese and whey protein concentrate
- 10 grams protein/serving



### When We Say Cheese Cracker... We mean it!

We wanted to make a cheese cracker that is actually made of cheese and not just artifically flavored. By doing so, we crafted a snack that is packed in PROTEIN, balanced in carbs, and naturally delicious.



#### CHEDDIES" vs

10g Protein

14g CARBS

Main Ingredient: Cheddar Cheese Traditional Cheese Cracker

3g PROTEIN

22g CARBS

Main Ingredient: Enriched Wheat

#### Divina Crispbread

- Nuts, seeds and milk protein
- 4 to 5 grams protein/piece



# The Cookie Department Tough Cookie

- Protein powder blend of partially hydrolyzed milk protein isolate and milk protein isolate
- 10 grams protein/cookie



#### Smartcake

- Eggs, whey protein isolate
- 4 grams protein; 0 grams net carbs/snack cake



#### Gerber Graduates lil' Twists

• Cheese, navy bean powder, whey, buttermilk



#### Protes Protein Popcorn

- Whey protein isolate, whey, buttermilk powder, nonfat milk solids, butter powder, dried cheese
- 10 grams protein/2.5 cup serving



# High Key Brownie Bites Low-Carb Snack

- Almond flour, whey protein concentrate and egg whites
- 5 grams protein; 12 grams fat; 1 gram sugar/10 pieces (30 grams)



#### High Key Keto Instant Hot Cereal

- Hemp seeds, milk protein isolate and chia seeds
- 9 grams protein; 14 grams fat; 1 gram sugar/third-cup cereal



#### Quest Protein Bar

- Protein blend (milk protein isolate, whey protein isolate)
- 21 grams protein; 4 grams net carbs/bar



#### Quest Tortilla-Style Protein Chips

- Protein blend (acid casein, milk protein isolate, whey protein isolate), whey, dried cheese, buttermilk powder, nonfat milk
- 18 to 20 grams protein; 3 to 4 net carbs/one bag (32 grams)



#### Quest Thin Crust Pizza

- Crust: Milk protein isolate, whey protein isolate; cheese; meat
- 28 grams protein/third pizza



#### Perfect Kids Refrigerated Snack Bar

- Peanut butter, nonfat dry milk, rice protein, dried whole egg powder
- 7 grams protein/bar (30 grams)



# Perfect Bites Refrigerated Protein Snack

- Peanut butter, nonfat dry milk, rice protein, dried whole egg powder
- 7 grams protein/11 pieces (30 grams)



#### Powerful Bites

- Peanut butter, coconut oil, whey protein isolate
- 5 grams protein; 10 grams fat; 3 grams sugar/five bites (25 grams)



## Powerful Smoothie

- Reduced-fat milk, milk protein concentrate
- 20 grams protein/9-ounce pouch



#### Clio Greek Yogurt Bars

- Greek yogurt, whey protein, cultured skim milk
- 8 grams protein/bar





#### Slingshot Rise Breakfast Shake

- Low-fat yogurt, milk protein concentrate
- 18 grams protein/12-ounce bottle



#### Nesquik SuperBreakfast

- Low-fat milk, milk protein concentrate
- 12 grams protein/8-ounce bottle



#### Nestle Boost Complete Nutritional Drink

- Milk protein concentrate
- 20 grams protein/8-ounce bottle



## Atkins Plus Protein and Fiber

- Milk protein concentrate
- 30 grams protein/11-ounce carton



#### Pure Protein Shake

- Protein blend: milk protein isolate, calcium caseinate, whey protein concentrate
- 30 grams protein/11ounce carton



#### Vade Dissolvable Protein Scoops

- 100% Whey protein isolate
- 20 grams protein/pod



#### Shamrock Farms Rockin' Refuel Energy

- Low-fat milk, milk protein concentrate
- 30 grams protein/12-ounce bottle; lactose free



#### KiTu Super Espresso

- Whey protein concentrate, MCT oil
- 5 grams protein; 0 grams sugar/6-ounce can; lactose free



#### KiTu Super Creamer

- Cream, whey protein concentrate, MCT oil
- 3 grams protein; 5 grams fat; 0 grams sugar/two tablespoons







#### Kaffi Icelandic Protein Coffee

- Keto variety: cream, milk protein concentrate
- 10 grams protein; 7 grams fat; 1 gram sugar/8-ounce bottle



# JoeFroYo Functional Cold Brew

- Cultured milk, milk protein isolate, whey
- 15 to 16 grams protein/12-ounce bottle; lactose free



#### Ito En Milk Tea

Skim milk powder



#### SlimFast Keto Meal Shake

- Protein blend: whey protein concentrate, whey protein isolate, grass-fed collagen
- MCT blend: palm, coconut, grass-fed butter
- 8 grams protein; 15 grams fat; 5 gams net carbs



#### SlimFast Keto Meal Bar

- Protein blend: whey protein isolate, milk protein isolate
- 7 grams protein; 14 grams fat; 3 grams net carbs



#### SlimFast Keto Snack

- Chocolate coating: whole milk powder, nonfat dry milk
- 1 gram protein; 9 grams fat; 1 gram net carbs



#### SlimFast Keto Creamer

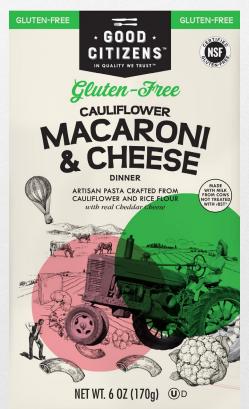
- Grass-fed butter
- 8 grams fat; 3 grams total carbs



## Good Citizens Macaroni & Cheese

- Whey, dried cheese
- Organic, grass-fed, cauliflower options





#### Bob's Red Mill Protein Pancake & Waffle Mix

- Whey protein concentrate, sweet cream buttermilk powder, pea protein isolate
- 15 grams protein/serving



#### P28 High Protein Bagels, Bread and Wraps

- Whey protein isolate
- 28 grams protein/serving







## Muscle Mac Pasta and Cheese

- Pasta: pea protein isolate; Sauce: cheese, whey, nonfat dry milk, butter solids
- 20 grams protein/serving



#### Gay Lea Real Toasted Marshmallow Whipped Cream

• Cream, skim milk powder



## Crema Smart by JoeFroYo

- Milk, milk protein isolate, hydrolyzed lactose
- 5 grams protein/twothirds cup; lactose free



#### Killer Creamery Keto Ice Cream

- Whey protein concentrate, egg yolks and MCT oil
- 3 grams protein; 14 grams fat; 2 grams net carbs/half-cup serving



#### ReThink Ice Cream

- Milk, cream, whey protein concentrate
- 8 grams protein/halfcup



#### Good Dog! Frozen Treats

 Cultured milk, whey protein powder



## Gracias!

