

# Dairy Mineral Thirst-Quencher



This dairy-based rehydration beverage, with naturally occurring minerals from milk permeate, is a good source of potassium, important for regulating fluid balance. Sodium and potassium are among the electrolytes lost during exercise that this beverage can help replenish. It is also important for athletes to maintain adequate calcium intake, and a serving of this beverage provides 8% Daily Value of calcium. This thirst-quencher could be fortified with calcium (to reach 10% Daily Value) and positioned as an alternative to popular sports drink and coconut water.

## MARKET INSIGHTS

- Major ready-to-drink beverages are a \$37 billion business at retail, with sports beverages capturing about 7% of dollars.
- Among beverages, consumers choose sports drinks approximately three times/week.
- Minimally processed and a short list of ingredients are becoming desirable to consumers.

## INGREDIENTS

	Usage Levels (%)
<b>Milk permeate (dairy product solids)</b>	<b>77.38</b>
Sugar	18.05
Malic Acid	2.58
Natural lemon flavor – WILD flavor	1.99
Yellow 5	.001
<b>Total</b>	<b>100.00</b>

INGREDIENTS: Dairy product solids, sugar, malic acid, natural flavor, Yellow 5.

Contains: milk

## PREPARATION

- Mix all ingredients.
- Add 20 grams to 8 ounces of cold water and stir.

## BENEFITS OF USING U.S. DAIRY

### Milk Permeate

- Contains minerals such as calcium, phosphorus, magnesium, sodium and potassium.
- Minerals provide permeate with a salty flavor, which can be used to reduce or eliminate salt in a food or beverage.

## NUTRITIONAL CONTENT

### U.S. Label

## Nutrition Facts

Serving Size (20g) (makes 8 fl oz)  
Servings Per Container

Amount Per Serving	
<b>Calories 70</b>	<b>Calories from Fat 0</b>
% Daily Value*	
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 100mg</b>	<b>4%</b>
<b>Potassium 400mg</b>	<b>11%</b>
<b>Total Carbohydrate 18g</b>	<b>6%</b>
Dietary Fiber 0g	0%
Sugars 17g	
<b>Protein 1g</b>	
Vitamin A 0%	Vitamin C 0%
Calcium 8%	Iron 0%

\*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
Potassium	3,500 mg	3,500 mg
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](http://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.