

# Café Mocha

Wake up and power up at the same time. Made with cocoa and milk protein concentrate, this hot coffee drink is an excellent source of high-quality U.S. dairy protein and provides 25% Daily Value of calcium. Fill the morning void with a naturally sweetened drink that conveniently delivers smooth texture and chocolaty satisfaction.



## INGREDIENTS

	Usage Levels (%)
Water	92.26
<b>Milk protein concentrate 85</b>	<b>4.52</b>
Sugar, white, granulated	1.54
Autocrat Columbian Freeze Dried Coffee	0.77
Vanilla powder	0.09
Salt, table	0.04
Barry Callebaut Cocoa processed with alkali	0.77
Stevia	0.01
<b>Total</b>	<b>100.00</b>

INGREDIENTS: Water, milk protein concentrate, sugar, Columbian freeze-dried coffee, cocoa processed with alkali, vanilla powder, salt, stevia.

Contains: milk

## PREPARATION

1. **Combine all dry ingredients (milk protein concentrate, sugar, coffee, vanilla, salt, cocoa and stevia).**
2. **Mix 20 grams of dry mix with 8 fluid ounces of hot water.**
3. **Mix well.**
4. **Enjoy!**

## MARKET INSIGHTS

- Beverages (mainly coffee) represent 75% of the top foods and beverages consumed for a wake-up routine.
- Nearly six out of 10 Americans consider protein content when buying packaged food or beverages.
- Global consumer demand for new food and beverage products containing milk protein concentrate is increasing development of these products.
- Opportunities for U.S. dairy include reinvention of traditional product applications from one geography into something new and exciting in other geographies.

## BENEFITS OF USING U.S. DAIRY

### Milk Protein Concentrate (MPC) 85

- Adds U.S. dairy protein, calcium, magnesium and phosphorus to boost nutrition, which may reduce the need for additional fortification
- Provides protein enhancement and a complementary and clean dairy flavor without adding significant levels of lactose
- Offers emulsification, foaming and whipping, heat stability and water binding characteristics

## NUTRITIONAL CONTENT

### U.S. Label

## Nutrition Facts

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

Amount Per Serving	
Calories 70	Calories from Fat 5
% Daily Value*	
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol 10mg</b>	<b>3%</b>
<b>Sodium 55mg</b>	<b>2%</b>
<b>Total Carbohydrate 6g</b>	<b>2%</b>
Dietary Fiber 1g	<b>4%</b>
Sugars 4g	
<b>Protein 10g</b>	<b>20%</b>

Vitamin A 0% • Vitamin C 0%  
Calcium 25% • 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	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](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 Dairy Products Technology Center, California Polytechnic State University. ©2014 U.S. Dairy Export Council.