

Whey Protein Cherry Switchel

When dairy protein is added to a centuries-old beverage like switchel (a vinegar and ginger drink), consumers get a refreshed option with added value. At just 120 calories per 8 oz. serving, inherently clean-label switchel is coming back with a kick, providing benefits that include improved muscle health thanks to 11g of high-quality protein from U.S. whey protein isolate.



11g OF PROTEIN

CLEAN LABEL FRIENDLY

MARKET INSIGHTS

- Consuming as little as 10g of whey protein can help speed up the repair process, improve muscle strength, reduce soreness and increase muscle synthesis to help extend the independent lifestyles of seniors.¹
- As manufacturers are placing a greater emphasis on how products are crafted and the sourcing of ingredients, functional and simple ingredients will continue to become more mainstream.²
- Research shows that consumers are looking for safer, healthier and more sustainable food options—37% of U.S. consumers find it necessary to understand ingredients on food labels and 91% believe that products with recognizable ingredients are healthier.³

INGREDIENTS

	Usage Levels (%)
Filtered water	70.24
Tart cherry juice - Country Oven 100% Tart Cherry Juice	10.56
Apple cider vinegar - Heinz Apple Cider Vinegar	7.04
Granulated white cane sugar	5.87
Whey protein isolate	4.87
Malic acid powder - Tate & Lyle Malic Acid FCC Powder	0.76
Ginger flavor - Synergy Flavors WONF #549870	0.47
Cherry flavor powder - Northwestern Extract Co. N&A 400-32K	0.19
Total	100.00

INGREDIENTS: Filtered water, unsweetened cherry juice, apple cider vinegar, cane sugar, whey protein isolate, malic acid, natural flavors

Contains: milk

BENEFITS OF USING U.S. DAIRY

Whey protein isolate

- High-quality, complete protein naturally found in milk that can be used to boost the protein content of foods
- Neutral flavor complements the food to which it is added, limiting the need for masking agents
- Provides functional properties that help emulsify, stabilize and improve texture and clarity

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container	
Amount Per Serving	
Calories 120	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 21g	7%
Dietary Fiber 0g	0%
Sugars 17g	
Protein 11g	21%
Vitamin A 4%	Vitamin C 0%
Calcium 6%	Iron 2%
*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	

Per 100g

Calories	51kcal
Total Fat	1g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0g
Total Carbohydrates	9g
Dietary Fiber	0.1g
Sugars	7g
Protein	4g
Calcium	28mg
Magnesium	3mg
Phosphorus	11mg
Potassium	42mg
Sodium	9mg
Iron	0.1mg
Vitamin A	81IU
Vitamin C	0.1mg

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PREPARATION

1. Combine liquid ingredients.
2. Add dry ingredients and blend well with good agitation, avoiding entrapment of air.
3. Rest for 30 minutes to allow ingredients to hydrate.
4. Heat to 180°F (82.2°C) for 45 seconds.
5. Cool to 75°F (24°C).
6. Package as desired.

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) www.linkedin.com/company/ThinkUSAdairy

¹Witard OC, Jackman SR, Breen L, Smith K, Selby A, Tipton KD. Myofibrillar muscle protein synthesis rates subsequent to a meal in response to increasing doses of whey protein at rest and after resistance exercise. *Am J Clin Nutr.* 2014;99(1):86-95.

²Beverage Trends 2017. Food Business News website. http://www.foodbusinessnews.net/articles/news_home/Consumer_Trends/2017/01/Beverage_trends_2017.aspx?ID={91CAC791-716A-440F-8B0C-D4CB4592730E}. Updated Jan. 17, 2017. Accessed May 4, 2017.

³2017 Food Trends: Keep It Lean and Clean. Food Engineering website. <http://www.foodengineeringmag.com/articles/96586-food-trends-keep-it-lean-and-clean>. Updated March 28, 2017. Accessed May 2, 2017.

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. ©2017 U.S. Dairy Export Council.