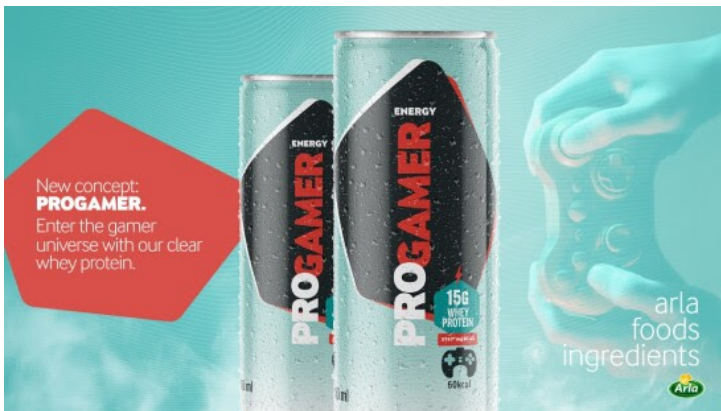


Arla Foods targets nutrition-conscious gamers with beverage concept

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Arla Foods Ingredients launched 'PROGAMER,' a high-protein, ready-to-drink product for gamers aiming to boost nutrition and gaming performance.

The concept features energy-boosting ingredients alongside the game-changing whey protein isolate Lacprodan SP-9213, which is clear, provides a refreshing taste and is high in essential and branched-chain amino acids.

Cido Silveira, Arla Foods Ingredients Marketing & Business Development Manager for South America, said: "There's a stereotype of gamers bingeing on unhealthy snacks and guzzling down energy drinks, but a new, nutrition-focused generation is emerging. They want to maintain their energy and concentration levels over marathon sessions, but they also want the many benefits that high-protein products offer. PROGAMER allows manufacturers to formulate unique, refreshing, clear, high-protein solutions for gamers who want more from their energy drinks."

Protein plays a crucial role in general health, supporting muscle growth, repair and overall body function. Research has also found that consuming essential amino acids leads to improvements in attention and cognitive flexibility. A study on esports athletes, meanwhile, showed that sufficient protein intake is associated with improved cognitive performance in gaming.

A 310ml can of the 'PROGAMER' beverage concept features 15g of protein, including 3767mg of branched-chain amino acids. It also contains taurine, magnesium, zinc, caffeine and vitamins A, B3, B6 and B12 to support essential gamer needs such as concentration and vision. In addition, the concept is free from sugar, fat and lactose and contains only 60 kilocalories per can.