

Nestlé® launches high-protein Milo Pro in Indonesia

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Nestlé® has recently launched Milo Pro, a new drink that contains three times more protein than traditional Milo beverages. Milo Pro is designed for those who want to fuel their passion for sports and adventure, and it can be conveniently enjoyed on the go. After its initial release in Indonesia, Milo Pro will be available across Southeast Asia next year.

"High-protein foods and beverages are becoming increasingly popular worldwide due to the benefits this essential nutrient provides," said Serena Aboutboul, Senior Vice-President and Head of the Nutrition Business at Nestlé®. "In Southeast Asia, 57 per cent of teenagers are looking to include more protein-rich foods in their diets. However, research indicates that adolescents in Indonesia and many other parts of Asia are not meeting their daily protein needs. To help young people get the right amount of protein each day, along with other important nutrients, we have launched Milo Pro in both ready-to-drink and easy-to-mix powder formats."

Protein is essential for young people's growth and development. It helps build and repair body tissues and is necessary for the production of important substances like enzymes, antibodies, and hormones that the body needs to function properly. Milo Pro is crafted to deliver an ideal balance of flavour and texture while ensuring high nutritional value.

As a brand, Milo is committed to promoting sports through grassroots activities. In line with this mission, Nestlé® is collaborating with influential figures in sports and lifestyle to raise awareness and educate young people about the importance of protein, enjoyably and engagingly, leveraging the popularity of the Milo brand in Asia.