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Arla Foods Ingredients concept opens doors to protein bar innovation

14 October 2025 | News

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Arla Foods Ingredients has launched a new concept demonstrating how protein bar manufacturers can improve nutritional profile without compromising on taste or texture.

Making its debut at SupplySide Global (29th-30th October in Las Vegas), Easy Bite is a bite-sized protein snack. Created using a customised whey protein solution, Lacprodan EasyBar, it delivers up to 40 per cent high-quality protein in a convenient 18g serving. Containing just eight ingredients, it is also high in fibre, with no added sugar or fat, and no maltitol.

All these features meet a growing market need. Ninety per cent of global consumers now consider snacking an essential part of their daily routine, with health increasingly influencing their choices.

Additionally, the concept avoids the textural deterioration that can affect protein bars, maintaining stable softness over a two-year shelf life without the need for additional fat or water-binding ingredients like collagen.

Peter Schouw Andersen, Senior Director, Performance Nutrition at Arla Foods Ingredients, said: â??Weâ??ve created this concept to respond to the biggest trends in the protein bar market. Taste and texture are still king but health considerations are increasingly important â?? for younger consumers in particular. Easy Bite meets all these needs, offering a high-protein, low-fat, fibre-rich option that retains its softness without the need for a long ingredients list. We hope it will create exciting new opportunities for protein bar innovation.â?•