

Arla Foods Ingredients Unveils Personalised Clear Protein Shakes for Sports Nutrition

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Combining high-quality Lacprodan whey proteins with selected functional ingredients



Arla Foods Ingredients will demonstrate three new personalised clear shake solutions offering multiple benefits at SupplySide Global (28th-30th October in Las Vegas).

The concepts demonstrate how brands can move beyond “one-size-fits-all” protein shakes to create protein solutions tailored for different performance goals, exercise occasions and active lifestyles.

They tap into the growing market demand for clear protein beverages, which are emerging as a lighter, fruitier, and more refreshing alternative to traditional milky protein shakes.

Combining high-quality Lacprodan whey proteins with selected functional ingredients, the three concepts are built around a shared recovery need and three distinct performance outcomes:

BUILD: A Resistance Shake with Lacprodan ISO.RefreshShake + creatine, tailored for strength- and power-focused activities such as weightlifting, strength training and CrossFit.

SUSTAIN: An Endurance Shake with Lacprodan Pro2O + carbohydrates and electrolytes, tailored for endurance-focused activities such as running, cycling and endurance sports.

MOVE: A Mobility Shake with Lacprodan ISO.WaterShake + collagen for mobility-focused activities such as yoga, Pilates, gymnastics and dance.

Peter Schouw Andersen, Senior Director, Performance Nutrition at Arla Foods Ingredients, said: “These exciting new personalised clear shake concepts demonstrate how our clear whey protein isolates can help brands tailor great-tasting solutions to different consumer needs and performance goals. Targeting a wide range of sports nutrition users, from dedicated athletes to everyday active consumers, they deliver high-quality protein and functional benefits in an easy-to-use, convenient product experience. From strength and power to endurance and hydration or mobility and flexibility, the concepts demonstrate the versatility of clear whey protein as a foundation for personalised sports nutrition. With dual benefits trending in the sports nutrition space, our solutions open up opportunities for premium, benefits-driven innovation with clear protein shakes.”