

Arla Foods Ingredients develops a solution for textural deterioration in protein bars

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The sports bars category, which includes protein bars, has enjoyed a period of strong growth. According to Euromonitor International, value sales rose by an average of 7.8% a year between 2012 and 2017. The category has also become highly competitive: the number of global new product launches rose by an average of 18% a year over the same period, according to the Innova Database.

However, with many protein bars there is a high risk that they will develop an unpleasantly hard texture towards the end of their shelf life. This can result in consumer complaints to retailers and shoppers switching to other brands. But TexturePro offers a solution to this problem. In shelf-life tests, a protein bar containing 5% of this new ingredient delivered 45% improved texture and 60% reduced hardness after 15 to 18 months, compared to a bar made with standard whey protein.

Inge Lise Povlsen, Senior Category Manager at Arla Foods Ingredients, said: "With the number of protein bars on the market proliferating, it's important to ensure your product stays in the best possible condition throughout its shelf life. Consumers who have a negative experience with a product are less likely to buy it again. TexturePro makes it possible to maintain a nice soft texture in a protein bar with dramatically reduced hardness, avoiding the risk of disappointing your customers."

Lacprodan TexturePro is a high quality single whey protein ingredient that delivers a high amino acid content and is easily incorporated into existing protein bar recipes. It is made in the EU from milk from grass-fed cows*, is non-GMO**, Halal and Kosher, and contains no emulsifiers or additives. As well as high protein bars, it is suitable for other products including low

carb bars, high fiber bars and protein balls.

Arla Foods Ingredients will showcase the new ingredient on Booth #S4034 at IFT18 Expo, which takes place 16-18 July 2018 in Chicago, USA.