Mock Mint Protini

Raise your glass to this protein-infused, non-alcoholic, minty martini cocktail mix. Whether shaken or stirred, this beverage contains whey protein isolate, offering 10 grams of protein — that’s 20% Daily Value — for an even more satisfying happy hour. Our beverage fusion delivers exceptional taste and nutrition in a unique and natural formulation. Cheers!

MARKET INSIGHTS

• The protini is a unique fusion that can marry the benefits of dairy with other categories to deliver superior taste and satisfy the gratification need state of consumers. The potential market size for products that satisfy the gratification need state is estimated between $500 million and $1 billion by year 2020.
• Diets higher in protein can help curb hunger and preserve lean body mass with aging. A practical way to attain a higher-protein diet is to incorporate protein foods throughout the day, such as adding dairy in nontraditional beverage applications.
• The protini is ideal for the 49% of U.S. consumers who value a short list of recognizable ingredients.

BENEFITS OF USING U.S. DAIRY

Whey Protein Isolate

• A high-quality protein found naturally in milk that can be used to boost the protein content of foods
• Is a complete protein containing all of the essential amino acids (“building blocks”) the body needs and is easy to digest
• Very soluble across a wide pH range and provides clarity to perform well in clear beverage applications
• Neutral flavor complements the food to which it is added, limiting the need for masking agents

INGREDIENTS

<table>
<thead>
<tr>
<th>Usage Levels (%)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottled water</td>
<td>77.38</td>
</tr>
<tr>
<td>Whey protein isolate</td>
<td>18.05</td>
</tr>
<tr>
<td>Truvia</td>
<td>2.58</td>
</tr>
<tr>
<td>Natural mint flavor (Virginia Dare)</td>
<td>1.99</td>
</tr>
<tr>
<td>Natural green color (Wild Flavors)</td>
<td>.001</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

INGREDIENTS: Water, whey protein isolate, truvia (erythritol, rebiana, natural flavors), natural flavor, natural color. Contains: milk

PREPARATION

1. Hydrate whey protein isolate with water, then mix in the remaining ingredients. Allow beverage to fully hydrate 24 hours.
2. Serve chilled with a martini shaker.

Rely on the dynamic lineup of U.S. dairy to meet consumer demands in global product development. The U.S. Dairy Export Council® (USDEC) offers resources on ThinkUSAdairy.org including a dairy ingredient supplier search, consumer, nutrition and product research, technical insights and prototype assistance to help develop and launch your next successful product. @ThinkUSAdairy

This formula serves as a reference. Product developers are encouraged to modify the formula to meet manufacturing and finished product specifications needs. Developed at the Dairy Products Technology Center, California Polytechnic State University. ©2014 U.S. Dairy Export Council.