

Chai Tea Latte

Ready to spice up your morning? How about an extra kick of protein in this aromatic, simple-to-prepare Chai Tea Latte mix? This combination of milk protein concentrate, enticing black tea and Indian spices gets your morning off to a great start by providing an excellent source of protein and calcium. Drop one in your bag on the way out the door and mix with hot or cold water at the office.



MARKET INSIGHTS

- Minimally processed, featuring only a few ingredients ideal for the 45% of consumers looking for a short list of recognizable ingredients.
- Tea reigns as the largest commercial beverage category in the world, surpassed in popularity only by noncommercial water.
- U.S. tea sales volume has enjoyed solid growth, with RTD tea consumption rising from 602.9 million gallons in 2005 to a projected 1,039.3 million gallons in 2011.

INGREDIENTS

| | Usage Levels (%) |
|--|------------------|
| Sugar | 6.14 |
| Milk protein concentrate 85 | 4.34 |
| Natural Black Tea Powder #23863 Virginia Dare TE48 | 2.05 |
| Cinnamon, ground | 0.07 |
| Cardamom, ground | 0.06 |
| Cloves, ground | 0.03 |
| Ginger, ground | 0.03 |
| Nutmeg, ground | 0.01 |
| Water | 87.27 |
| Total | 100.00 |

INGREDIENTS: Water, sugar, milk protein concentrate, black tea powder, cinnamon, cardamom, cloves, ginger, nutmeg.

Contains: milk

PREPARATION

- Combine all dry ingredients (sugar, milk protein concentrate, black tea powder and spices).
- Mix 33 grams of dry mix with 8 ounces of hot or cold water.
- Mix well.
- Enjoy. Pour over ice if desired.

BENEFITS OF USING U.S. DAIRY

Milk Protein Concentrate (MPC)

- Adds dairy protein, phosphorus and calcium to boost nutrition
- Provides a complementary and clean flavor
- Offers emulsification, foaming and whipping characteristics
- Beverages with milk protein concentrate are a delicious way to help consumers achieve higher overall protein diets and improve satiety

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 33 g (makes 8 fl oz)
Servings Per Container

| Amount Per Serving | | % Daily Value* | |
|---------------------------|-------------|--------------------------|------------|
| Calories | 120 | Calories from Fat | 0 |
| Total Fat | 0g | | 0% |
| Saturated Fat | 0g | | 0% |
| Trans Fat | 0g | | |
| Cholesterol | 5mg | | 2% |
| Sodium | 15mg | | 1% |
| Total Carbohydrate | 18g | | 6% |
| Dietary Fiber | 0g | | 0% |
| Sugars | 16g | | |
| Protein | 10g | | 20% |
| Vitamin A | 0% | Vitamin C | 0% |
| Calcium | 25% | Iron | 0% |
| Phosphorus | 15% | Copper | 2% |
| Manganese | 6% | | |

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

| | Calories: | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 65g | 80g |
| Saturated Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |
| Protein | | 50g | 65g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

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](https://twitter.com/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 Wisconsin Center for Dairy Research, University of Wisconsin-Madison. ©2014 U.S. Dairy Export Council.