

# Cheerios High Protein Snack Mix

Kick-up snack time with a more satisfying option that is convenient and nutritious. This fun, anytime snack offers an excellent source of protein.



## MARKET INSIGHTS

- U.S. consumers are looking for flavorful afternoon and evening nutrition in their snack.
- Nutrition studies show that higher protein diets can increase satiety, or a feeling of fullness.
- As people become aware of how much sodium they consume, reducing sodium in snacks is appealing.

## INGREDIENTS

	Usage Levels (%)
Cereal, Chex, wheat	15.51
Cereal, Cheerios, multigrain	9.57
Cereal, Chex, corn	10.23
Pretzels, tiny twists, fat free	9.24
Corn Puffs - Organic	5.28
<b>Whey protein crisp 50</b>	<b>38.61</b>
Bull's Eye Barbecue Seasoning (Kosher)	5.78
<b>Whey permeate</b>	<b>5.78</b>
<b>Total</b>	<b>100.00</b>

## PREPARATION

1. **Mix all cereals and snacks together and spray lightly with a food grade nonstick spray or vegetable oil.**
2. **Mix in seasoning and permeate until evenly distributed and adhering to snack pieces.**

## BENEFITS OF USING U.S. DAIRY

### Whey Protein Crisps

- Provide additional high-quality protein in a delicious, crunchy texture
- Versatility with tailored sizes, colors and flavors

### Whey Permeate

- Enhances flavors and salt perception, allowing for reduction in added salt
- Improves surface browning while providing a clean dairy flavornutritional profile

## NUTRITIONAL CONTENT

### U.S. Label

## Nutrition Facts

Serving Size (40g)  
Servings Per Container

Amount Per Serving		% Daily Value*	
Calories 150	Calories from Fat 5		
<b>Total Fat</b> 1g			<b>2%</b>
Saturated Fat 0g			<b>0%</b>
Trans Fat 0g			
<b>Cholesterol</b> 0mg			<b>0%</b>
<b>Sodium</b> 280mg			<b>12%</b>
<b>Total Carbohydrate</b> 27g			<b>9%</b>
Dietary Fiber 2g			<b>8%</b>
Sugars 6g			
<b>Protein</b> 10g			
Vitamin A 6%		Vitamin C 6%	
Calcium 4%		Iron 30%	

\*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

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](http://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.