

Citrus Crystal Ice

Sorbet calls up connotations of a low-fat treat, but what if it were also a good source of protein? This refreshingly cold snack provides 5g of protein in each serving, thanks to whey protein and buttermilk. Could this unique protein treat be the answer to more nutritious snacking?



MARKET INSIGHTS

- 70% of the adult population believes proper nutrition delays the onset of chronic diseases, and aging consumers are increasingly turning to healthier food choices to help maintain active lifestyles.
- With a household penetration rate of 84.9%, the ice cream/sherbet category is one of the larger categories in the frozen section.
- At home, 46% of individuals consume some sort of frozen dairy treat in the average two-week period, and older adults skew strongly for many frozen treats.
- 83% of consumers read the nutrition facts panel and 45% look for foods and beverages with a short list of recognizable ingredients.
- Dairy-based ingredients and products provide a source of good nutrition and are often perceived as less processed

INGREDIENTS

	Usage Levels (%)
Buttermilk, cultured, reduced-fat	43.58
Mango, frozen chunks; thawed and coarsely chopped	32.02
Fructose, crystalline	6.36
Lemon juice	5.43
Water	5.27
Whey protein isolate (low pH)	4.45
Erythritol	2.54
Lemon peel; finely grated	0.35
Total	100.00

INGREDIENTS: Cultured reduced fat buttermilk, mango, fructose, lemon juice, water, whey protein isolate, erythritol, lemon peel.

Contains: milk

BENEFITS OF USING U.S. DAIRY

Buttermilk

- Contributes to flavor profile and mouthfeel
- Contains calcium and protein

Whey Protein Isolate

- Boosts protein content of foods while offering excellent protein quality
- Contains essential branched-chained amino acids the body requires

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 1/2 cup (85g)
Servings Per Container

Amount Per Serving		% Daily Value*	
Calories 80	Calories from Fat 5		
Total Fat 1g			2%
Saturated Fat 0g			0%
Trans Fat 0g			
Cholesterol 5mg			2%
Sodium 55mg			2%
Total Carbohydrate 15g			5%
Dietary Fiber 1g			4%
Sugars 12g			
Protein 5g			10%
Vitamin A 4%		Vitamin C 20%	
Calcium 6%		Iron 2%	

*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

Citrus Crystal Ice

PREPARATION

1. **Mix whey protein, buttermilk and water with high-speed mixer and allow to hydrate.**
2. **Add mango, sweeteners, lemon juice, grated lemon peel.**
3. **Pasteurize mix at 175°F for 25 seconds.**
4. **Freeze in ice cream freezer and store at 20°F.**

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.