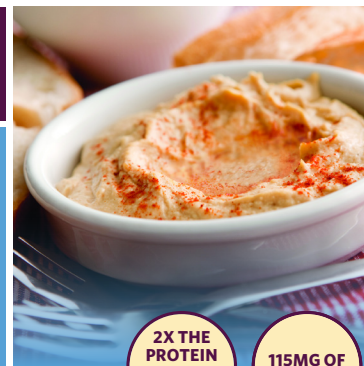


Protein-powered Curry Hummus

Spicing up widely popular hummus with the power of U.S. dairy ingredients demonstrates how blending dairy proteins with vegetable-based options multiplies the benefits. The addition of high quality milk protein doubles the protein content while complementing the flavor and texture. Further kick it up a notch using a zesty curry seasoning – made with U.S. permeate – to make this satisfying snack or spread irresistible to today’s adventure-seeking consumer.



2X THE PROTEIN OF TYPICAL HUMMUS

115MG OF SODIUM

MARKET INSIGHTS

- 49% of surveyed U.S. consumers are interested in seeing more Indian flavors in sauces and condiments.¹
- Snacking is no longer the exception, it’s become the rule. 63% of millennials are replacing meals with snacks because they are always on the go.²
- Healthy snacking options have shown the fastest growth for new product development in 2019.²
- Increasing intake of dairy foods could help fill nutrition gaps for Americans. Doubling intake of plant-based foods still leaves insufficient amounts of calcium, protein and other nutrients found in dairy.³

INGREDIENTS

	Usage Levels (%)
Chickpeas, boiled	58.0
Water	12.0
Milk protein concentrate 85 or milk protein isolate	8.0
Tahini sauce	8.0
Olive oil	6.0
Lemon juice, frozen	4.0
Whey permeate	1.5
Seasonings	1.3
Salt	0.6
Sugar	0.6
Total	100.00

INGREDIENTS: chickpeas (boiled), water, milk protein concentrate 85 or milk protein isolate, tahini sauce, olive oil, lemon juice (frozen), dairy product solids, seasonings, salt, sugar.

Contains: milk, soy, wheat

BENEFITS OF USING U.S. DAIRY

Application

- Convenient snack or spread with twice the protein and less sodium than traditional hummus.

Milk Protein Isolate

- Nutritional boos of protein, calcium, magnesium and phosphorus for better health. Use may reduce the need for additional fortification.
- Provides protein enhancement and a complementary and clean dairy flavor without adding significant levels of sodium or lactose.
- Offers emulsification, foaming and whipping, heat stability and water-binding characteristics.

Whey Permeate

- Provides salty characteristics so that added salt may be reduced.
- Simply labeled as dairy product solids.
- Adds nutritional value, flavor and body or texture to a formulation.

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts	
Serving Size 2 tbsp (30g)	
Servings Per Container 1	
Amount Per Serving	
Calories 60	Calories from Fat 15
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrate 6g	2%
Dietary Fiber 1g	4%
Sugars 1g	
Protein 4g	8%
Vitamin A 0%	Vitamin C 0%
Calcium 6%	Iron 4%
*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 90g
Sat 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	



Per 100g

Calories	216.5kcal
Total Fat	10.8g
Saturated Fat	0.8g
Trans Fat	0g
Cholesterol	4.9mg
Total Carbohydrates	18.6g
Dietary Fiber	4.5g
Sugars	4.6g
Protein	12.4g
Calcium	206.8mg
Magnesium	38.5mg
Phosphorus	218.5mg
Potassium	242.8mg
Sodium	376.7mg
Iron	1.8mg
Vitamin A	5.9 IU
Vitamin C	2.8 IU

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PREPARATION

1. Blend chickpeas into a coarse paste.
2. Slowly mix the milk protein and water for 15 minutes.
3. Blend remaining ingredients into the milk protein and water mixture.
4. Add all blended ingredients to the chickpea paste.
5. Allow to mix in a HotThermo Mixer, applying a low shear and heat, until it reaches 189°F/87°C.
6. Divide into containers and serve chilled.

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  www.linkedin.com/in/Think-USAdairy

¹Food Business News. (April 2018). Six Flavor Trends Shaping the Food Service Industry, from <https://www.foodbusinessnews.net/articles/11712-six-flavor-trends-shaping-the-food-service-industry>.

²Innova Market Insights. (November 2019). Top Ten Trends for 2019. Accessed on March 19, 2019, from https://www.innovamarketinsights.com/wp-content/uploads/2019/02/IMI_TopTenTrends_2019_-AnufoodBrazil.pdf.

³Cifelli C.J. 2016. Increasing Plant Based Foods or Dairy Foods Differentially Affects Nutrient Intakes: Dietary Scenarios Using NHANES 2007-2010. Accessed on May 13, 2019, from <https://www.ncbi.nlm.nih.gov/pubmed/27409633>.

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 Midwest Dairy Foods Research Center, University of Minnesota ©2019 U.S. Dairy Export Council.