

Veggie Burst

After a workout, or for that afternoon pickup, finding a beverage that offers good nutrition is important. This refreshing veggie medley includes high-quality U.S. whey protein, making it an excellent source of protein with 12g (24% Daily Value) per serving, promoting muscle repair and recovery after exercise. Added milk minerals provide 30% Daily Value of calcium — to deliver one nutritious drink to fuel active lifestyles at any age.



MARKET INSIGHTS

- Juice and juice/vegetable drinks are the dominant force in new product launches (almost 43%) within the global soft drinks market category. (Innova, *Vegetables & Spices Rev Up Juice & Juice Drinks*, June 2013)
- About 40% of consumers who have purchased protein-enriched foods/beverages say they have paid more for those items. (NPD Group, *Protein Perceptions and Needs*, February 2014)
- Offering a simple label, this beverage fits right into the “less is more” trend resonating with shoppers — pure, natural and simple will be the growing mantra of an ever-evolving and increasingly savvy consumer. (NMI, November 2012)

INGREDIENTS

| | Usage Levels (%) |
|------------------------------------|------------------|
| Water | 70.40 |
| Carrot juice concentrate | 10.00 |
| Sweet potato concentrate | 6.30 |
| Whey protein isolate | 4.50 |
| Spinach juice concentrate | 4.20 |
| Celery juice concentrate | 2.10 |
| Romaine lettuce juice concentrate | 0.80 |
| Butternut squash juice concentrate | 0.80 |
| Ginger puree | 0.40 |
| Milk minerals | 0.30 |
| Beet puree | 0.20 |
| Total | 100.00 |

INGREDIENTS: Water, carrot juice concentrate, sweet potato concentrate, whey protein isolate, spinach juice concentrate, celery juice concentrate, romaine lettuce juice concentrate, butternut squash juice concentrate, ginger, milk minerals and beets.

Contains: celery, milk

BENEFITS OF USING U.S. DAIRY

Whey protein isolate

- High-quality, complete protein naturally found in milk that can be used to boost the protein content of foods
- Neutral flavor complements the food to which it is added, limiting the need for masking agents
- Provides functional properties that help improve texture, emulsification and stabilization

Milk minerals

- Natural source of calcium derived from milk
- Supply phosphorus, magnesium, other minerals and lactose

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

| Serving Size 8 fl oz (240 mL) | |
|-------------------------------|---------------------|
| Amount Per Serving | |
| Calories 130 | Calories from Fat 5 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 160mg | 7% |
| Total Carbohydrate 18g | 6% |
| Dietary Fiber 0g | 0% |
| Sugars 17g | |
| Protein 12g | 24% |
| Vitamin A 310% | Vitamin C 20% |
| Calcium 30% | Iron 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

Per 100g

| | |
|----------------------------|---------|
| Calories | 53kcal |
| Total Fat | 0g |
| Saturated Fat | 0g |
| Trans Fat | 0g |
| Cholesterol | 0mg |
| Total Carbohydrates | 8g |
| Dietary Fiber | 0g |
| Sugars | 7g |
| Protein | 5g |
| Calcium | 128mg |
| Magnesium | 4mg |
| Phosphorus | 9mg |
| Potassium | 433mg |
| Sodium | 65mg |
| Iron | 0mg |
| Vitamin A | 6,476IU |
| Vitamin C | 5mg |

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PREPARATION

1. **Weigh all the ingredients.**
2. **Hydrate whey protein isolate (WPI) and milk minerals with formula water at room temperature while occasionally stirring for 2 hours.**
3. **Mix all the juices together with WPI and milk minerals solution.**
4. **Pasteurize the mixture (prepared in step 3) at 163°F (73°C) for 15 seconds followed by homogenization (2,000/500 psi).**
5. **Bottle and refrigerate.**
6. **Serve cold.**

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 Dairy Products Technology Center, California Polytechnic State University. ©2014 U.S. Dairy Export Council.