Whey Protein Cherry Switchel

When dairy protein is added to a centuries-old beverage like switchel (a vinegar and ginger drink), consumers get a refreshed option with added value. At just 120 calories per 8 oz. serving, inherently clean-label switchel is coming back with a kick, providing benefits that include improved muscle health thanks to 11g of high-quality protein from U.S. whey protein isolate.

MARKET INSIGHTS

- Consuming as little as 10g of whey protein can help speed up the repair process, improve muscle strength, reduce soreness and increase muscle synthesis to help extend the independent lifestyles of seniors.¹
- As manufacturers are placing a greater emphasis on how products are crafted and the sourcing of ingredients, functional and simple ingredients will continue to become more mainstream.²
- Research shows that consumers are looking for safer, healthier and more sustainable food options—37% of U.S. consumers find it necessary to understand ingredients on food labels and 91% believe that products with recognizable ingredients are healthier.³

INGREDIENTS

Filtered water 70.24
Tart cherry juice - Country Oven 100% Tart Cherry Juice 10.56
Apple cider vinegar - Heinz Apple Cider Vinegar 7.04
Granulated white cane sugar 5.87
Whey protein isolate 4.87
Malic acid powder - Tate & Lyle Malic Acid FCC Powder 0.76
Ginger flavor - Synergy Flavors WONF #549870 0.47
Cherry flavor powder - Northwestern Extract Co. N&A 400-32K 0.19
Total 100.00

INGREDIENTS: Filtered water, unsweetened cherry juice, apple cider vinegar, cane sugar, whey protein isolate, malic acid, natural flavors

Contains: milk

NUTRITIONAL CONTENT

<table>
<thead>
<tr>
<th>U.S. Label</th>
<th>Per 100g</th>
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<tbody>
<tr>
<td>Nutrition Facts</td>
<td>Calories 51kcal</td>
</tr>
<tr>
<td>Serving Size 8 fl oz (240 mL)</td>
<td>Total Fat 1g</td>
</tr>
<tr>
<td>Servings Per Container</td>
<td>Saturated Fat 0g</td>
</tr>
<tr>
<td>Amount Per Serving</td>
<td>Trans Fat 0g</td>
</tr>
<tr>
<td>Calories 120</td>
<td>Cholesterol 0g</td>
</tr>
<tr>
<td>Calories from Fat 0%</td>
<td>Total Carbohydrates 9g</td>
</tr>
<tr>
<td>% Daily Value</td>
<td>Dietary Fiber 0g</td>
</tr>
<tr>
<td>Total Fat 0g</td>
<td>Sugars 7g</td>
</tr>
<tr>
<td>Saturated Fat 0g</td>
<td>Protein 4g</td>
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<tr>
<td>Trans Fat 0g</td>
<td>Calcium 28mg</td>
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<tr>
<td>Cholesterol 0mg</td>
<td>Magnesium 3mg</td>
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<tr>
<td>Sodium 20mg</td>
<td>Phosphorus 11mg</td>
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<tr>
<td>Total Carbohydrate 21g</td>
<td>Potassium 42mg</td>
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<tr>
<td>Dietary Fiber 0g</td>
<td>Sodium 9mg</td>
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<tr>
<td>Sugars 17g</td>
<td>Iron 0.1mg</td>
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<tr>
<td>Protein 11g</td>
<td>Vitamin A 81IU</td>
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<tr>
<td>Vitamin A 4%</td>
<td>Vitamin C 0%</td>
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<tr>
<td>Calcium 6%</td>
<td>Iron 2%</td>
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</tbody>
</table>

¹Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

²Total Fat: Less than 15g
Saturated Fat: Less than 5g
Cholesterol: Less than 300mg
Sodium: Less than 2,400mg

³Total Carbohydrate: Less than 30g
Dietary Fiber: 25g
Protein: 20g

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

Managed by Dairy Management Inc.™
Whey Protein Cherry Switchel

PREPARATION

1. Combine liquid ingredients.
2. Add dry ingredients and blend well with good agitation, avoiding entrapment of air.
3. Rest for 30 minutes to allow ingredients to hydrate.
4. Heat to 180°F (82.2°C) for 45 seconds.
5. Cool to 75°F (24°C).
6. Package as desired.

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.

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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. ©2017 U.S. Dairy Export Council.