

Savory Asian Protein Granola

This savory mix is perfect for consumers looking to capitalize on the adventurous flavor and texture trend. A worldly combination of Sriracha seasoning and soy sauce is complemented with crunch from U.S. whey protein crisps, packing 6g of protein into each serving. Consumers also get the benefits of no added sugar and with the help of U.S. whey permeate, less sodium.



6g OF PROTEIN

HIGH QUALITY PROTEIN

MARKET INSIGHTS

- An increasing demand for healthy and on-the-go snacks is a major market driver. As a result, the global trail mix market is expected to grow at a CAGR of more than 12% from 2018-2022.¹
- As consumers continue to look for ways to eat healthy, lightness in terms of content, texture and portion size is increasing in appeal.²
- The sound, feel and satisfaction that texture provides will become more important to companies and consumers alike.³

INGREDIENTS

	Usage Levels (%)
Oats, rolled	28.12
Whey protein crisp 70	16.07
Butter, unsalted	13.74
Mixed soybean paste	8.04
Honey	6.43
Sunflower seeds, dry-roasted, kernels, unsalted	5.63
Less sodium soy sauce	4.50
Water	4.10
Whey permeate	4.02
Coconut, dried, flakes, unsweetened	2.41
Rice vinegar	2.09
Sesame seeds, dried, whole, white and black	1.77
Sesame oil, salad or cooking	1.31
Seaweed, dried, nori	1.29
Sriracha seasoning	0.48
Total	100.00

INGREDIENTS: Oats, whey protein crisp, butter (unsalted), mixed soybean paste, honey, sunflower seeds (dry-roasted, kernels, unsalted), less sodium soy sauce, water, dairy product solids, coconut (dried, flakes, unsweetened), rice vinegar, sesame seeds (dried, whole, white and black), sesame oil (salad or cooking), nori (teriyaki), Sriracha seasoning spices.

Contains: milk, peanut, soy, wheat, coconut (tree nut)

BENEFITS OF USING U.S. DAIRY

Whey protein crisps - containing WPI and WPC

- High-quality, complete protein naturally found in milk used to boost the protein content of foods
- Neutral flavor complements foods, limiting the need for masking agents
- Provides functional properties that help emulsify, stabilize and improve texture and clarity
- Contains branched-chain amino acids to support nutrition
- Water-binding properties help retain moisture

Butter

- Provides a delicious and authentic flavor

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
- Improves surface browning while providing a clean flavor

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts	
Serving Size (30g)	
Amount Per Serving	
Calories 110	Calories from Fat 50
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 120mg	5%
Potassium 70mg	2%
Total Carbohydrate 10g	3%
Dietary Fiber 1g	4%
Sugars 3g	
Protein 6g	11%
Vitamin A 4%	Vitamin C 2%
Calcium 4%	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 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Potassium	3,500 mg 3,500 mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Protein	50g 65g



Per 100g

Calories	383kcal
Total Fat	20g
Saturated Fat	10g
Trans Fat	.5g
Cholesterol	47mg
Total Carbohydrates	33g
Dietary Fiber	4g
Sugars	9g
Protein	19g
Calcium	161mg
Magnesium	65mg
Phosphorus	N/A
Potassium	240mg
Sodium	396mg
Iron	2mg
Vitamin A	790 IU
Vitamin C	3mg

Savory Asian Protein Granola

PREPARATION

1. Preheat oven to 275°F/135°C; place parchment paper on baking sheet.
2. Cut sheets of nori into half-julienne size strips.
3. Place butter, honey, mixed soy bean paste, soy sauce, rice vinegar and water in saucepan over medium heat.
4. Stir until butter and soy bean paste have melted.
5. Remove from heat and stir in sesame oil, sesame seeds, whey permeate and Sriracha seasoning.
6. Mix oats, whey protein crisps, sunflower seeds and coconut flakes in bowl.
7. Pour butter mixture over dry ingredients and stir well.
8. Spread granola mixture evenly onto baking sheet and bake for 35 minutes, stirring 4-5 times to ensure even drying.
9. Remove from oven and stir in nori strips.
10. Cool before storing in an air-tight container.

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

¹Technavio. (January 2018). Global Trail Mixes Market 2018-2022.

²Innova Market Insights. (November 2017). Top Ten Trends 2018. Accessed on June 12, 2018, from <https://www.technavio.com/report/global-trail-mixes-market-analysis-share-2018>.

³Mintel. (2018). Global Food and Drink Trends 2018. Accessed on June 4, 2018, from <http://www.mintel.com/global-food-and-drink-trends>.

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 Center for Dairy Research, University of Wisconsin ©2018 U.S. Dairy Export Council.