National Dairy Council selected three outstanding student product development team finalists in its fifth annual New Product Competition. The National Dairy Council New Product Competition provides a platform for tomorrow’s product developers to showcase their knowledge and expertise in novel ways to use dairy proteins, calcium and other dairy nutrients in products. The 2016 competition challenged university teams to create a new dairy or dairy-based product for people who want physical or mental energy.

The teams, exemplifying innovation by university students in new product development for dairy, are:

- **Beyond the Bar** — Iowa State University
- **Hearty Heifers** — The Pennsylvania State University
- **Panikotta** — North Carolina State University

These formulations are being shared with food and beverage manufacturers to help drive on-trend innovations for dairy-based foods and beverages, and ingredients that fit the needs of the consumers seeking more energy.

Learn more about the contest and all of the prototypes at [usdairy.com/Science-and-Research/Product-innovation/New-Product-Competition](usdairy.com/Science-and-Research/Product-innovation/New-Product-Competition)

### Energy: opportunity to grow with dairy

This year’s competition focuses on developing new dairy products that make dairy the go-to food/beverage for people who want physical or mental energy. Consumer research shows:

1. Energy needs are distinct and most are currently being met, but there are clear opportunities for dairy.
   - Not all needs are being met; energy sources for late afternoon and evening are lacking. Many consumers are habitual with their energy fixes, often unaware of new options.
   - Consumers seek specific messaging cues to help determine which products are best for specific needs.
2. Most consumers do not readily think of dairy as a go-to for energy, so there is a need to educate them.
   - Consumers are often unaware that a serving of dairy offers a significant amount of high-quality complete protein, positively impacting consumer energy needs.
   - Some consumers haven’t considered dairy because of a misperception that it has little impact on improving energy levels.
3. Consumers are looking for more natural, complete solutions for their energy needs. How can dairy leverage its inherent goodness?
   - Consumers will look for natural, less artificial energy boosts in the future.
     - They are actively considering ways to increase energy through modifying their overall health habits/practices rather than depending on traditional energy solutions (e.g., soda, energy drinks).

This competition is another way National Dairy Council is encouraging the product developers of tomorrow to showcase novel ways to use dairy proteins, calcium and other dairy nutrients in products that help meet consumer needs.

### Think U.S. Dairy for on-trend innovations

The Global Marketing Program of the U.S. Dairy Export Council® (USDEC) works with food and beverage manufacturers to develop products that appeal to consumers worldwide and accelerate growth by providing:

- Information and resources to help successfully develop and position products
- A vast network of research through affiliated dairy checkoff organizations on dairy ingredients, functionality and trends

For more prototype ideas, visit [ThinkUSAdairy.org](ThinkUSAdairy.org).
2016 Competition Finalists
(listed in alphabetical order)

**Beyond the Bar — Iowa State University**

Looking for a snack alternative to the everyday ice cream sandwich to eat after a workout or to combat a late afternoon energy slump? Beyond the Bar frozen yogurt sandwich flavored with matcha green tea may fit the bill. It packs 14 grams of protein per 70g serving, so it is an excellent source of protein. A chocolate swirl through the bar provides energy with a touch of indulgence. Beyond the Bar is made with 59% dairy ingredients, including Greek yogurt and milk protein concentrate 85 (MPC85).

**Ingredients:**

Yogurt (Greek-style yogurt, MPC85, cream, skim milk, sugar, egg yolks, stabilizer/gum blend, water), wafer (whole-wheat flour, oats, brown sugar, canola oil, low-fat milk, egg white, vanilla extract, modified food starch, baking soda), energy swirl (water, cocoa powder, sugar, honey, vanilla extract, salt TIC gums POR).

**Hearty Heifers — The Pennsylvania State University**

Unlike chips, crackers or other salty snacks, Hearty Heifers are cheese crisps that provide a concentrated source of nourishment pre- or post-workout, or anytime. Hearty Heifers are gluten-free and baked with real cheese and whey protein. Each 15-cracker serving provides 140 calories and 1g of carbohydrate, is packed with 17g of dairy protein (an excellent source) and is a good source of B vitamins, calcium and zinc. Current flavors include Cheddar, Parmesan and pepper jack, but they can be made from a variety of different cheeses. Hearty Heifers taste great eaten alone or with fresh fruits, milk or other beverages.

**Ingredients:**

Cheese, butter, water, whey protein blend (whey protein isolate, micellar casein, sunflower lecithin, xanthan gum, cellulose gum), egg yolk, ferric orthophosphate, zinc oxide niacinamide, thiamine mononitrate, riboflavin, pyridoxine hydrochloride, cyanocobalamin.

**Panikotta — North Carolina State University**

Putting a Greek spin on an Italian classic, Panikotta is a new version of the authentic Italian dessert, panna cotta. Its smooth and creamy honey vanilla base is made with ultrafiltered whole milk combined with 2% Greek yogurt and cultured nonfat dry milk. Multicompartment packaging houses mango fruit coulis and candied ginger bits for toppings that add refreshing, invigorating flavors. With 10g of protein per serving, Panikotta is an excellent source of protein and is a good source of calcium and vitamins A and C. Its smooth texture and fresh ingredients make Panikotta a great dairy snack to enjoy any time of day.

**Ingredients:**

Ultrafiltered whole milk, Greek yogurt, mango base (mango puree, water, honey, lemon juice, natural flavoring), honey, candied ginger (ginger, sugar) gelatin, cultured nonfat dry milk (preservative) and natural flavoring.