

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.



12g OF PROTEIN

30% DAILY VALUE CALCIUM

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.