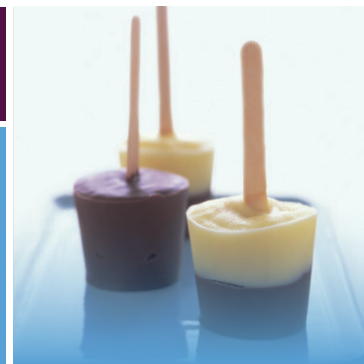


# Protein Chiller

Get out of the snack bar rut with this refreshing alternative. This frozen snack offers good nutrition and a clean label. A serving has just 120 calories and 3 grams of fat, and is an excellent source of protein (12g) and calcium (265mg). Make nutrition tasty and fun with this grab-and-go snack.



## MARKET INSIGHTS

- Consumers are trying to strike a balance between delicious and nutritious in their snacking options.
- Adults are interested in healthy snacking — nearly 90% of adults report having a snack each day.
- Sales in the frozen novelty/ice cream category have increased and a majority of consumers are reaching for fun and nutritious snacks.

## INGREDIENTS

	Usage Levels (%)
<b>Whole milk</b>	<b>62.00</b>
<b>Milk protein concentrate 70</b>	<b>14.60</b>
Crystalline fructose (Tate & Lyle Krystar 300)	10.00
Cocoa powder (Penzeys 28.5% Fat Dutch Process Cocoa)	5.00
Erythritol powder (Cargill Eridex 16952)	4.00
<b>Whey protein isolate</b>	<b>3.70</b>
2x vanilla extract (Nielsen-Massey 2x Mexican Extract)	0.70
<b>Total</b>	<b>100.00</b>

## PREPARATION

1. **Warm milk to 95°F.**
2. **Blend milk protein concentrate powder and whey protein isolate into the milk and hydrate for 30 minutes.**
3. **Blend remaining powders together in a separate container. Mix this blend into the liquid.**
4. **Heat mix to 158°F, and incubate at this temperature for 30 minutes.**
5. **Add vanilla to the mix, and allocate 20g portions into the cavities of a silicone frozen novelty form. Place frozen novelty sticks in each cavity, and freeze samples overnight at -20°F.**
6. **Remove frozen samples from forms, package and store at -20°F.**
7. **Allow samples to warm at room temperature for a few minutes before eating.**

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](http://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 Wisconsin Center for Dairy Research, University of Wisconsin-Madison. ©2015 U.S. Dairy Export Council.

## BENEFITS OF USING U.S. DAIRY

### Whole Milk

- Contributes rich dairy flavor
- Provides structure and texture stability

### Milk Protein Concentrate

- Adds dairy protein and calcium
- Contributes to the texture of frozen desserts

### Whey Protein Isolate

- Boosts protein content in the food and is easily digested and absorbed by the body
- Contains all of the essential amino acids required by the body for good health

## NUTRITIONAL CONTENT

### U.S. Label

## Nutrition Facts

Serving Size (75g)  
Servings Per Container

Amount Per Serving	
Calories 120	Calories from Fat 25
% Daily Value*	
<b>Total Fat 3g</b>	<b>5%</b>
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol 5mg</b>	<b>2%</b>
<b>Sodium 60mg</b>	<b>3%</b>
<b>Total Carbohydrate 17g</b>	<b>6%</b>
Dietary Fiber 0g	0%
Sugars 10g	
<b>Protein 12g</b>	<b>24%</b>

Vitamin A 2% • Vitamin C 0%  
Calcium 25% • Iron 0%

\*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