



Product Summary: NZMP Protein+ Instant Milk Powder

Ingredient overview

Protein has become a food and beverage megatrend with over 8,000 new product launches claiming "high/added protein" in 2018*. Consumers increasingly recognise the benefits of protein and value products making these claims. NZMP Protein+ Instant Milk Powder provides the opportunity to capitalise on the growing demand for protein with a differentiated offering that provides compelling label claims.

Source: * Mintel 2018.

Our Protein+ Instant Milk Powder offering

NZMP Protein+ Instant Milk Powder provides 25% more protein per serve than instant whole milk powder with the same great functionality and creamy dairy taste. Capitalise on the growing trend for protein and capture additional value with a compelling ingredient offering suitable for a range of applications.

- 25% more protein per serve than instant whole milk powder
- Low GI tested and certified
- Creamy dairy taste consumers value
- 33% of your daily calcium needs⁽¹⁾
- High in vitamins A and D

Note: (1) Based on 30g serve. Each 30g serve provides 33% of daily Calcium needs (Recommended Dietary Intake for NZ/AU adults).

Key benefits for you and your customers

Differentiate with compelling label claims⁽²⁾

Leverage the growing demand for high protein products with a cost-effective offering that enables you to capture additional value and market share. As a low GI certified product, it is possible to apply for use of the internationally recognised GI symbol which can help build brand trust and helps consumers identify the powder as low GI.

The taste consumers value

Creamy dairy taste and a sensory

profile similar to whole milk powder.

NZMP Quality

CODEX standard for partly skimmed milk powder with excellent reconstitution performance and an accessible and responsive NZMP sales team.

Premium nutrition for active families

Low GI, high in protein, calcium and vitamins A and D to help maintain a healthy active lifestyle.

Note: (2) Local regulations should be consulted for permissible claims.



This grass-fed dairy ingredient is made from the milk of New Zealand cows who can graze outdoors on the grass of open pastures, as nature intended.

Applications

- ✓ Beverage.
- ✓ Tea & coffee whitening.
- ✓ Flavoured beverage.

The benefits of protein

With 25% more protein per serve than instant whole milk powder, NZMP's Protein+ Instant Milk Powder provides 16% of your daily protein needs⁽³⁾ and supports:

- Muscle growth and a healthy body composition
- A feeling of fullness
- Tissue development, maintenance and repair

Note: (3) Based on 30g serve. Each 30g serve provides 16% of daily Protein needs (Recommended Dietary Intake for NZ/AU adults).

The benefits of low GI

The Glycaemic Index (GI) is a system designed to rank carbohydrate-containing foods according to their effects on blood sugar levels. Low GI foods cause a slow, steady rise in blood glucose while high GI foods cause a rapid increase or "spike". Food and beverages that have a GI of less than 55 are considered to be low GI.

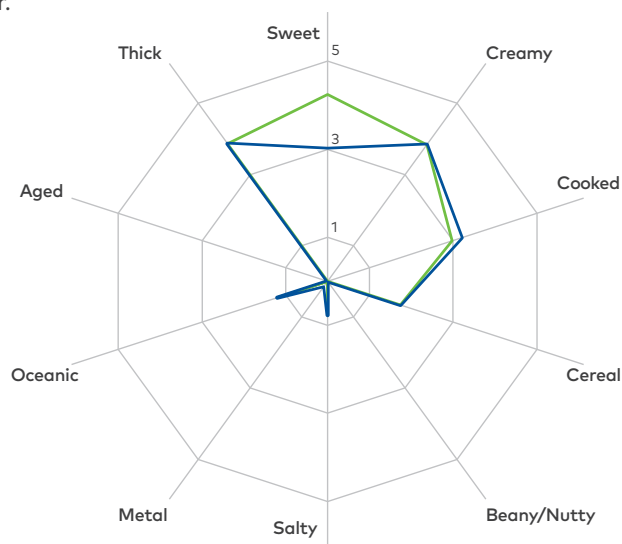
Eating a healthy and varied diet containing low GI foods such as NZMP's Protein+ Instant Milk Powder has the potential to deliver a range of health benefits, such as:

- Blood sugar control for individuals suffering with diabetes, or at risk of developing type II diabetes
- Weight management by giving greater feelings of fullness
- Longer lasting energy due to a slower release of blood glucose levels

The taste consumers value

NZMP Protein+ Instant Milk Powder has a creamy dairy taste and a sensory profile similar to instant whole milk powder, but is also naturally sweeter with no added sugar.

- NZMP Protein+ Instant Milk Powder
- NZMP Instant Whole Milk Powder



Note: Testing conducted by sensory trained panelists from Fonterra Waitoa sensory lab (n=12)

Talk to the dairy ingredient experts

We're passionate about sharing our deep dairy expertise to help you grow your business. Talk to us today about your dairy ingredient needs.

To find out more or to purchase our ingredients please visit nzmp.com