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## Volactive® ProCrisp

The light and crispy protein sensation

White Paper

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Volactive® ProCrisp is an exciting addition to the Volactive® UltraWhey range of high quality, concentrated natural proteins from milk



*The high protein trend is definitely proving to be more than just a fad. This is an exciting time for the healthy lifestyle category as the positive hype about all things protein continues to drive the demand for convenient protein-fortified products. The phenomenal protein boom is creating opportunities for food*

*manufacturers, retailers and branded businesses to develop and market products to help people live a healthier life.*

*Consumers are driving the need for more creativity in new product development. Technology has become more advanced through innovation, fuelling the proliferation of new product launches in the last 18 months. Recent examples of this are protein fortified soups, porridges, cereals, coffee and ice cream which have started targeting everyday consumers.*

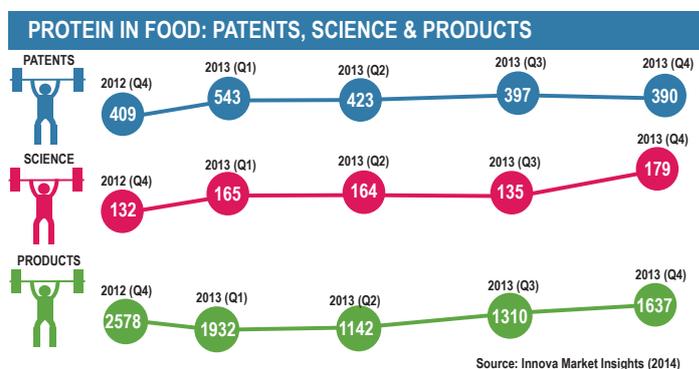
*Today's well informed mainstream consumers, seeking convenience and great taste, are increasingly looking towards protein as they believe this supports stamina and makes them feel fuller for longer. Fortifying products with protein provides them with the nutrient rich alternative to snacks and beverages containing high sugar levels and saturated fats.*

*It is great to see the appetite for protein, particularly whey protein, drive the nutrition category beyond the traditional body-building and elite athlete markets into a more everyday exercise and healthy nutrition market.*

*We will continue to see more and more protein-fortified products cross over into mainstream markets targeting a broader audience, and it is only a matter of time before we see sports nutrition and lifestyle & wellness brands approach the topic of protein in this growing mainstream arena. We are proud to be a part of this journey with our customers.*

## The rising protein trend

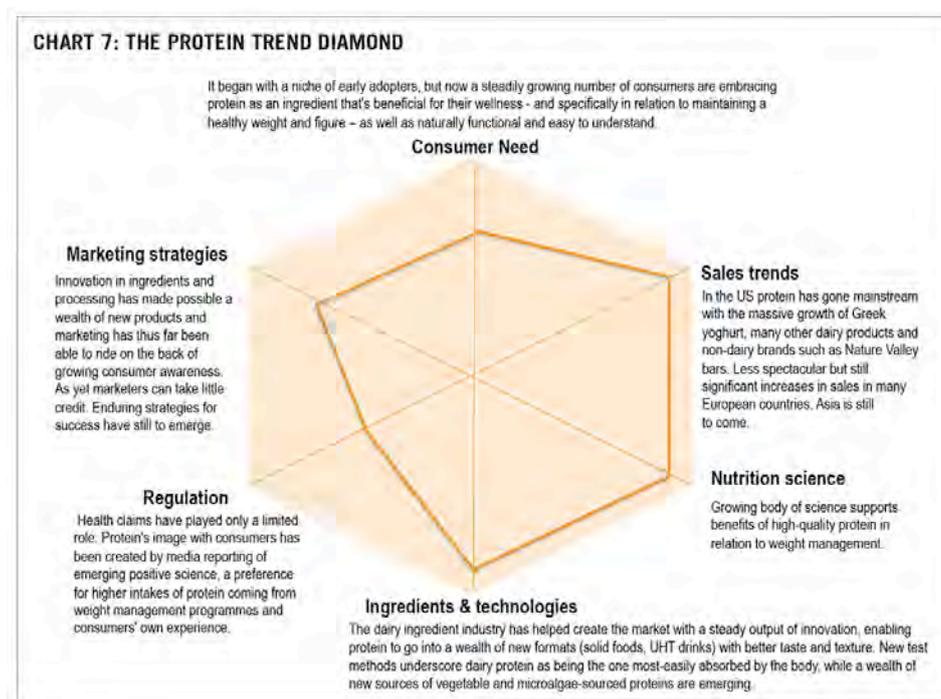
The number of protein fortified products on the market today illustrates that food manufacturers, retailers and branded businesses are recognising the market opportunities through consumer demand for protein in living a healthy active life, led by the proven health benefits of protein. Importantly these foods must be in a convenient format and taste great.



Dairy proteins can deliver that, and are leading this trend. Recent research from Innova Market Insights<sup>1</sup> highlighted the growing trend in protein innovation showing the highest number of products launched came from the dairy industry, and that the number of products launched with a protein claim rose by more than 15% in 2013. Dairy remained the largest sector, making up 22% of products with such a claim. Mintel has also published figures claiming that dairy accounted for 19% of the launches of 'high protein' food and drink products worldwide between 2012 and 2014.

Similarly, a report from New Nutrition Business<sup>2</sup> (NNB) highlighted that dairy has enjoyed a strong, natural, healthy image and that the benefits of dairy proteins are accumulating a growing body of scientific evidence. Dairy is considered a 'flag bearer' for protein, and has led the way in 'real foods' being identifiable as sources of quality protein – not just for sports nutrition.

According to the NNB report, well-known diet organisations have also embraced the protein trend and have reformulated their diet plans to incorporate more protein as the health and satiety benefits of protein consumption are recognised.



Another large area of growth is the snacks category. NNB claims that a 'snack' is now shorthand for single serve convenient consumption on multiple occasions – often with a healthy emphasis. This trend is particularly evident around breakfast, with a new generation of breakfast bars, biscuits and RTD's being launched creating a focus for healthy and convenient indulgence on the go.

## Making the most of the protein revolution

Protein is an essential part of a balanced diet, the value of which has long been recognised by sportsmen and women who consume it for muscle maintenance and growth. Now as more people become educated about its importance, protein is very firmly moving into the mainstream, with breakfast time now providing one of the biggest opportunities for innovation in the growing protein market.

New product concepts show that protein is moving beyond its traditional niche markets such as sports nutrition and infant nutrition, further opening up new opportunities in protein-fortified breakfast cereals and snacks for on the go.

## Protein growth backed by research

Protein contributes to healthy muscles and bones, a claim which is supported by the Nutrition and Health Claims Regulations, and new scientific evidence is now emerging to support protein's role in helping to reduce chronic diseases in later life. But many people do not realise that to ensure maximum benefit, when and how protein is consumed is just as important as overall daily intake.

The most recent research<sup>3</sup> has raised support for the view that spreading protein intake throughout the day is the way to enjoy the optimal benefits of protein. The research showed that consuming moderate amounts three times per day increased muscle protein synthesis by 25%, compared to concentrating protein intake in an evening meal. This establishes the 'snackification' market opportunity being seen today.

The 'little and often' message chimes perfectly with the optimum pattern for protein consumption, giving rise to new protein trends.



## Volactive® ProCrisp – the whey forward

Whey protein is a simple and neutral tasting solution providing one of the highest quality protein sources available. It helps maintain muscle mass, delivers the most sought after health benefits such as maintaining a strong body, having the stamina to keep you going throughout the day and managing a healthy weight through feelings of satiety.

Volac’s long standing heritage, scientific knowledge and superior whey processing capability lies behind the development of the market leading Volactive range of nutritional whey proteins. Volactive ProCrisp is an extruded crisp combining whey protein isolate and rice flour. It delivers a light and crispy protein sensation, fortifying and improving the texture in nutritionally enhanced foods, such as breakfast cereals and snack bars.

Volactive ProCrisp is the ideal solution for food manufacturers, overcoming many of the formulation issues associated with other proteins, for example, taste and profile of essential amino acids.

Volactive ProCrisp is an Informed-Sport approved ingredient. Volac is the only Informed-Sport accredited company in Europe to produce high-performance whey proteins with its Volactive UltraWhey range.

### Nutritional Analysis

Protein	Fat	Lactose	Total Carbohydrate	Moisture	Minerals
52%	1.0%	1.2%	40%	4.0%	2.2%



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To find out more about Volactive ProCrisp please contact Volac Customer Care on +44 (0) 1223 206 818 or [volactiveorders@volac.com](mailto:volactiveorders@volac.com)

<sup>1</sup>Innova Market Insights

<sup>2</sup>New Nutrition Business – 12 key trends in food, nutrition & health 2014 - The Protein Trend Diamond

<sup>3</sup>Paddon-Jones et al (2014) Dietary protein distribution positively influences 24-h muscle protein synthesis in healthy adults. University of Texas Medical Branch at Galveston.

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