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5th International Whey Conference

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How recognition of the superior contribution of whey based ingredients may shape the future for marketing?

Mark Davis

Davisco Foods International, Inc.

September 9th, 2008



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Whey Based Ingredients

- ~ Whey based ingredients offer unique properties to a variety of food and beverage applications
- ~ New food and beverage products are using whey based ingredients for the following purposes:
 - è Nutritional é
 - è Functional ê
 - è Sensory ⇔



Whey Protein Functionality

- ~ Functionality
 - è Foaming
 - è Gelation
 - è Water binding
 - è Film forming
 - è Emulsification
 - è Solubility
 - è Carrier

Foam



Gels



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Whey Protein Functionality & Retail Products

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Marketing & Technical Support

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- ~ Traditional technical support
 - è Can you assist in formulating a protein bar with 30% protein that tastes good and has a 1 year shelf life?
 - 4 Requires expertise in food science applications
 - 4 Food chemistry, sensory, processing, etc.

- ~ Emerging technical support
 - è What claims can I make on my packaging related to protein content and health benefits?
 - 4 Requires regulatory knowledge
 - 4 Health claims, structure/function claims, nutrient content claims



Marketing & Consumer Perception¹ of Label Claims on Food Packaging

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- ~ Consumers are not aware of the differences in how each kind of claim is regulated
- ~ Interest in health information is high
 - è 38% of consumers say they find the most useful source of information for health and nutrition to be food labels
- ~ Consumers are looking for a general sense of well-being and day-to-day concerns such as stress, energy level and weight management
- ~ Not a matter of giving more information and education but rather better ways to communicate without consumers having to spend more time and energy trying to figure out what the benefit is
- ~ 1Food Business News, August 5, 2008



Marketing & Consumer Perception¹ of Label Claims on Food Packaging

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- ~ **Health Claims** are most effective when the food component is less familiar to Americans but the health condition is a top health concern
 - è FDA has not received any health claim petitions or qualified health claim petitions recently
- ~ Consumers prefer **Structure/Function Claims** – a claim explaining the physiological effect of a food component on bodily function
 - è “Calcium helps to maintain bone health”
 - è Consumers prefer the shorter, simpler, positive health message vs reference to diseases
- ~ **Nutrient Content Claims** are less effective except when a food component and its health benefits are well known
 - è “Good source of protein” (5g protein per serving)

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Examples of Retail Product Trends

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- ~ Digestive Health
- ~ “Naturally Healthy”
- ~ Weight Management
- ~ Mood Foods (Brain)
- ~ Healthy Snacking
- ~ Cardiovascular Health
- ~ Sports Nutrition
- ~ Joint Health

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Whey Protein Institute

~ www.wheyoflife.org

~ Mission Statement

è Promote the nutritional value of whey protein and increase awareness to its benefits in regards to good health and quality of life.





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Marketing Campaigns

Starbucks Coffee

- ~ “Vivanno™ Nourishing Blends”
 - è Proprietary protein and fiber powder
 - è 16-21g protein per 16oz serving
 - è “Today is a new smoothie”
 - è Banana Chocolate & Orange Mango
 - Banana
- ~ Vanilla Latte + Protein
 - è 5 grams of whey protein and fiber added to a vanilla latte
 - è “The taste is the same with the added benefit of sustained energy to get you through your day.”



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Frito-Lay, Inc.

~ True North Crisps

- è 100% Natural
- è Good source of protein (5g per 12 crisps)
- è “Find your TrueNorth”
- è “When a strong passion guides your life, it becomes your true north.”
- è “Our TrueNorth™ is a simple one: to bring inspiration to natural snacking.”
- è Pistachio, Almond & Peanut flavors





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Marketing Campaigns

Quaker

~ Weight Control Instant Oatmeal

- è 7 grams of protein
- è “A good source of protein to help promote lean muscle mass.”
- è “Helps satisfy your hunger”





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Marketing Campaigns

Kellogg's

~ Special K²O Protein Water

- è 5g protein per 16oz serving
- è “takes the edge off hunger*”
- è “*...contains 5g protein and 5g fiber...designed to promote a reduced feeling of hunger when part of a diet high in protein and fiber.”
- è “It’s a deliciously easy way to help manage your weight.”





Marketing Campaigns

Kraft Foods

- ~ South Beach Living On The Go
 - è Nutrient Enhanced Drink Mix
 - è 3g protein per 16oz serving
 - è “Changing the Way America Eats™”
 - è “Tide Me Over™”
 - è “With the goodness of 3g of protein and 5g of fiber, South Beach Living Tide Me Over™ is a nutritious way to help satisfy your hunger.”
 - è “South Beach Living Tide Me Over™. The perfect choice to help bridge the gap between meals.”





Marketing Campaigns

Bolthouse Farms

- ~ Perfectly Protein Mocha Cappuccino
 - è Mocha Cappuccino with Whey Protein
 - è “...an intriguing blend of the nutritious power of whey protein...”
 - è 100% natural ingredients
 - è “In addition to providing your body with a healthy serving of whey protein...”
 - è “Only the finest ingredients go into our beverages. The same should go for your body.”





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Marketing Campaigns

- ~ *Mott's*
- ~ Accelerade® Advanced Sports Drink
 - è 4g protein per 8 oz serving
 - è 4:1 Carbohydrate Protein Formula
 - è “Extends endurance”
 - è “Speeds muscle recovery”
 - è “Enhances rehydration”
 - è “...the only sports drink with carbohydrate and all natural whey protein in a patented 4:1 ratio.”





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Marketing Campaigns

Mix 1

~ Mix 1 Protein & Antioxidant Drink

- è “15 grams of premium whey protein isolate”
per 11 oz serving
- è “All-natural”
- è “free of lactose, gluten, soy and caffeine”
- è “superior nutrition + the right mix =
balanced energy”





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Marketing Campaigns

Protein Bars (Mars, Balanced Bar)

- ~ Snickers Marathon Energy Bar
 - è 10g of protein per 55g bar (220 calories)
 - è “A Low GI Food”
- ~ Balance Gold
 - è 13g of protein per 50g bar (210 calories)
 - è Low Glycemic Index (GI)





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Marketing Campaigns

Nestle

~ Good Start Supreme Infant Formula

- è “with Comfort Proteins® for easy digestion”
- è Ingredients: Enzymatically hydrolyzed reduced minerals whey protein concentrate (from cow’s milk)
- è “Our patented process starts with 100% whey, a protein of the highest quality.”
- è “We then break down this gentle whey protein into smaller pieces to be easy to digest for babies.”
- è “They’re called Comfort Proteins and only Good Start Supreme milk-based formulas have them.”



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The future for marketing...

- ~ Natural
- ~ Nutrition/nourishment
- ~ Protein
- ~ Weight management/healthy snacking
- ~ Health
- ~ Digestion

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World Markets

