

84%

of consumers are  
interested in protein,  
increasing from  
69% in 2014<sup>1</sup>



# Layered, multi-textured protein bars

**A confectionery experience  
with protein in every layer**



High protein content  
in every layer



Whey and milk protein ingredients  
for high-quality protein bars



Confectionery  
bar mouthfeel



Rich chocolate mass stays soft and  
flavoursome throughout shelf life

Multi-layered  
protein bar  
with high-  
quality protein  
in every layer

Based on high-quality whey and  
milk protein ingredients from the  
Lacprodan® range, this solution  
provides the quality of a full dairy,  
non-soy and non-collagen blend.

# Raise the bar for protein content in every layer

Raise the protein content in every layer from mass, to filling, to coating – without increasing the bar size, and bring consumers a satisfying, grab-and-go protein bar that lives up to their favourite chocolate fudge bar experience.

**Bar mass**  
**33% protein**

**Filling**  
**31% protein**

**Coating**  
**21% protein**



## New pathways to success

Combining a new palette of textures for multi-layer protein bars with a soft, light and creamy mouthfeel offers new opportunities for protein bar manufacturers and confectionery brands.

### Product benefits

- ✓ High protein – above 30 %
- ✓ Whey and milk protein ingredients
- ✓ No collagen
- ✓ No soy

### Possible on-pack claims

- ✓ High protein\*
- ✓ High fibre\*
- ✓ Source of calcium
- ✓ Protein contributes to the maintenance of muscle mass and bones\*\*



1. HealthFocus International, 2022 Global Trend Study  
\* EU Regulation (EC) 1924/2006 and 21 CFR Part 101  
\*\* Commission Regulation (EU) 432/2012

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