

Easy choices for healthy living

Balanced meal replacement solutions



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Three flexible solutions to meet healthy lifestyle needs

1 IN 3 CONSUMERS ARE EXTREMELY OR VERY INTERESTED IN **DRINKABLE PRODUCTS THAT OFFER REPLACEMENT FOR A MEAL**¹



1 IN 4 CONSUMERS ENJOY A **MEAL REPLACEMENT DRINK ONCE A WEEK OR MORE**¹

Easy living in healthier ways

Today's weight management market has moved from crash-diet weight loss programs to a more holistic, health-oriented approach that focuses on gradual lifestyle changes. It's a trend that puts meal replacements, consumed in the form of protein bars, powder shakes or ready-to-drink (RTD) beverages, in the innovation spotlight.

A winning combination

Popular meal replacement products emphasise good taste, natural ingredients, low sugar and high protein content². And they're backed by evidence from clinical studies³ suggesting that, for busy consumers, a diet including meal replacement products may support weight maintenance or loss.

High-quality protein performers

Whey protein and casein are among the most popular meal replacement protein sources⁴. Both are highly digestible, rich in essential amino acids, with clinically proven protein synthesis⁵. Whey protein is more rapidly absorbed into the blood stream, while casein, which takes longer to digest, keeps consumers satiated for longer. Mixing the two in bars or shakes can deliver fast and longer-lasting satiety.

Possible on-pack claims⁶



High protein



Supports weight maintenance*



Supports weight loss*



Flexible choices to match consumer lifestyles

We have developed three indulgent, convenient protein solutions that all live up to meal replacement requirements, while offering food manufacturers maximum flexibility.

Now consumers can get all the nutrition they need in great-tasting products: carbohydrates, protein, fibre and fats, plus essential vitamins and minerals - without spending a moment to prepare the meal. And they can get it in the convenient formats their busy lifestyles demand

3 balanced meal replacement applications

Ready-to-drink (RTD) beverage

- **100%-native micellar casein isolate with a high heat stability**
- **Slow-digesting protein for long-lasting satiety**
- **Maintains low, stable viscosity even with high protein**
- **Neutral taste that's easy to flavour**

Protein-fortified shake

- **Blend of slow-digesting casein and fast-absorbing whey**
- **Minimal foaming and fast dissolution**
- **Neutral taste that's easy to flavour**

High-protein bar

- **Blend of casein and whey protein for optimal texture and satiety**
- **All the nutrients in a compact, on-the-go format**
- **Maintains soft texture throughout shelf-life**

1 IN 4 CONSUMERS
SAY THAT THEY
EAT **MEAL
REPLACEMENT
BARS AT LEAST
ONCE A WEEK¹**

What exactly is a meal replacement?

Meal replacements promote weight loss by eliminating choices, controlling portions and providing satiation at lower calorie intakes.

International CODEX Standard 181-1991**:

- Energy content must be 200kcal (840 kJ) to 400kcal (1,670 kJ) per meal (200-250kcal EU).
- Fat content must be <30% of total available energy content of the product, where at least 3% is sourced from linoleic acid (in the form of glycerides).
- Protein content must be 25-50% of total energy content with a protein quality which should be equivalent to egg or milk protein.
- The meal shall provide at least 30% of the nutrition reference values of vitamins and minerals per meal (exceptions apply).

Replacing one meal per day with a meal replacement product, enables manufacturers to promote the benefit of weight maintenance following weight loss, while two per day are required to support claims for weight reduction.

* Substituting one daily meal of an energy restricted diet with a meal replacement contributes to the maintenance of weight after weight loss.
Substituting two daily meals of an energy restricted diet with meal replacements contributes to weight loss.

** Variations occur in individual country implementation of the CODEX Standard.

References:

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4. Innova Database, 2021
5. Dangin, M., Guillet, C., Garcia-Rodenas, C., Gachon, P., Bouteloup-Demange, C., Reiffers-Magnani, K., Fauquant, J., Ballèvre, O., & Beaufrère, B. (2003). The rate of protein digestion affects protein gain differently during aging in humans. *The Journal of Physiology*, 549(Pt 2), 635–644.
6. Commission Directive 96/8/EC, 2007/29/EC

For more information, please visit www.arlafoodsingredients.com or scan for contact



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