

Recharging yogurt snack



Exercise is proven to keep us fit and healthy. But what we eat after a workout is also important for optimal health. Following a workout with a snack containing protein and B-vitamins will refuel and recharge a weary body. Protein helps our muscles recover; B-vitamins play a role in normal energy yielding metabolism. To meet the needs of consumers looking to replenish their energy levels after exercising, we have created a healthy lactose-free yogurt snack. It contains 10 grams of protein and key nutrients such as B-vitamins, L-carnitine and coenzyme Q10.



Replenish your energy levels after exercise with this yogurt snack

This lactose-free yogurt with 5% protein content (10 grams of protein in a 200 gram cup) contains Maxilact® lactase, Delvo® Fresh acidifying cultures and Quali®-Blend Sport DA1 UF33387 energy nutrients. It's targeted at men and women who are looking to recharge their energy levels after exercising.



Insights & key ingredients

CONCEPT IDEA:

- A post-workout energy snack

POSITIONING:

- A 200 gram cup of lactose-free yogurt
- A healthy snack to refuel after exercise

FEATURES:

- Creamy & mild
- Lactose-free
- 10 grams of protein (5%)
- Nutrients:
 - B-vitamins
 - L-carnitine
 - Coenzyme Q10

DSM Solutions

MAXILACT® LGI 5000

A pure, classical lactase for lactose-free and sugar-reduced dairy enables you to create the ultimate clean-tasting, authentic product that is suitable for all label claims, from ordinary to organic.

DELVO® FRESH YS-151

This yogurt culture creates a smooth and creamy yogurt with high texture. It provides fast fermentation and low post-acidification.

QUALI®-BLEND SPORT DA1 UF33387

DSM has the most extensive portfolio of fat-soluble and water-soluble vitamins in the industry. Our high-quality vitamins are available as straights or in a customized premix. This blend contains B-vitamins, L-carnitine and coenzyme Q10. B-vitamins play a role in normal energy yielding metabolism.

EU Approved Health Claims

Vitamins B1, B3 and B6 play a role in normal energy yielding metabolism.
Vitamins B1, B3 and B6 contribute to the reduction of tiredness and fatigue.

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