

Protein-Powered Hummus

Add substance to a snack or meal with this good source of protein and calcium dip. This versatile side targets today's label-savvy consumer who wants recognizable ingredients. Made with milk protein concentrate, it appeals to those looking for new protein sources. This prototype also interests older adults seeking improved nutrition, which can be achieved by consuming more protein throughout the day.



MARKET INSIGHTS

- Snacks provide nearly a quarter of daily calories, but they contribute only around 14% of the total daily protein intake (11g per day). Adding dairy protein can help those looking to increase their overall daily protein intake.
- 45% of consumers look for foods and beverages with a short list of recognizable ingredients.
- Dairy offers beneficial nutrition for the 70% of the adult population who believe proper nutrition delays the onset of chronic disease.
- 45% percent of consumers believe that protein helps prevent muscle loss during aging.

INGREDIENTS

	Usage Levels (%)
Water	52.48
Milk protein concentrate 85	17.49
Hummus	14.00
Ajvar vegetable relish — Podravka	10.50
Olive oil, extra virgin	5.25
Salt	0.28
Total	100.00

INGREDIENTS: Water, milk protein concentrate, hummus (chick peas, tahini, water, sea salt, natural spices, citric acid), vegetable relish (eggplant, vinegar, vegetable oil, tomato concentrate, salt, sugar, hot peppers, spices), olive oil, salt.

Contains: milk

PREPARATION

1. **Mix milk protein concentrate 85 and warm water with high-speed mixer and allow to hydrate.**
2. **Cook mixture to 190°F, with agitation.**
3. **Cool down to 40°F; mix in vegetable relish, olive oil, hummus and salt.**

BENEFITS OF USING U.S. DAIRY

Milk Protein Concentrate

- Adds dairy protein and calcium to boost nutrition
- Provides texture and complementary flavor
- Binds water for functional advantages
- High-quality, U.S.-manufactured MPC available

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 2 Tbsp (30g)
Servings Per Container

Amount Per Serving		% Daily Value*	
Calories 45	Calories from Fat 20		
Total Fat 2g			3%
Saturated Fat 0g			0%
Trans Fat 0g			
Cholesterol 5mg			2%
Sodium 55mg			2%
Total Carbohydrate 1g			0%
Dietary Fiber 0g			0%
Sugars 0g			
Protein 5g			10%

Vitamin A 2% • Vitamin C 4%
Calcium 10% • Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Rely on the dynamic lineup of U.S. dairy to meet consumer demands in global product development. The U.S. Dairy Export Council® (USDEC) offers resources on ThinkUSAdairy.org including a dairy ingredient supplier search, consumer, nutrition and product research, technical insights and prototype assistance to help develop and launch your next successful product. [@ThinkUSAdairy](https://twitter.com/ThinkUSAdairy)

This formula serves as a reference. Product developers are encouraged to modify the formula to meet manufacturing and finished product specifications needs. Developed at the Wisconsin Center for Dairy Research, University of Wisconsin-Madison. ©2014 U.S. Dairy Export Council.