

Razz-A-Tan Frozen Fitness Smoothie

Women want to get the most from their workouts. This whey protein-enhanced frozen smoothie provides carbohydrates to refuel muscles and high-quality protein to help muscle repair and recovery after a workout. In combination with a routine resistance exercise program, whey protein, a high-quality protein, can help women meet body-toning goals. Since whey protein comes naturally from dairy, this smoothie delivers on taste and functionality.



INGREDIENTS

	Usage Levels (%)
Water	97.96
Raspberry Base - Fruitcrown - 60 Brix	0.49
Whey Protein Isolate	0.49
Erythritol Powder - Cargill 16952	0.30
Soluble Fiber - Tate and Lyle Promitor (Soluble Corn Fiber 70)	0.30
82% Phosphoric Acid	0.07
Tangerine Flavor WONF - Biosun MZ6187815	0.06
Total	100.00

PREPARATION

1. **Combine the water, whey protein isolate and soluble fiber in a tank. Mix with a lightening mixer and hydrate for more than 30 minutes.**
2. **Combine rehydrated fiber/WPI and remaining ingredients in a mixer, and combine with slow agitation. Adjust the pH to 3.4 with phosphoric acid.**
3. **Heat to 185°F for 30 seconds and cool to about 60°F.**
4. **Collect the pasteurized cooled product into sanitized containers and store at 36°F.**
5. **Place a portion of the product in a "Frozen Slushy" machine, freeze and dispense.**

MARKET INSIGHTS

- When surveyed, a majority of women believe there is a clear, direct link between consuming high-quality protein and body-toning benefits.
- Functional beverages continue to gain popularity in today's market, and adding whey protein can contribute to muscle benefits such as muscle development and recovery for people who exercise regularly.
- Leverage nutrient content claims like "excellent source of protein" on packaging to influence customer.

BENEFITS OF USING U.S. DAIRY

Whey Protein Isolate

- Boosts protein content and is easily digested and absorbed by the body
- Provides a clean, neutral taste that is well-suited to fruit flavors in beverages
- Whey protein is soluble across a wide pH range

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size 1 cup (227g)
Servings Per Container

Amount Per Serving		% Daily Value*
Calories 150	Calories from Fat 0	
		% Daily Value*
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 70mg		3%
Total Carbohydrate 53g		18%
Dietary Fiber 3g		12%
Sugars 25g		
Protein 10g		20%
Vitamin A 0%	Vitamin C 2%	
Calcium 2%	Iron 4%	

*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	300 mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	60g

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.