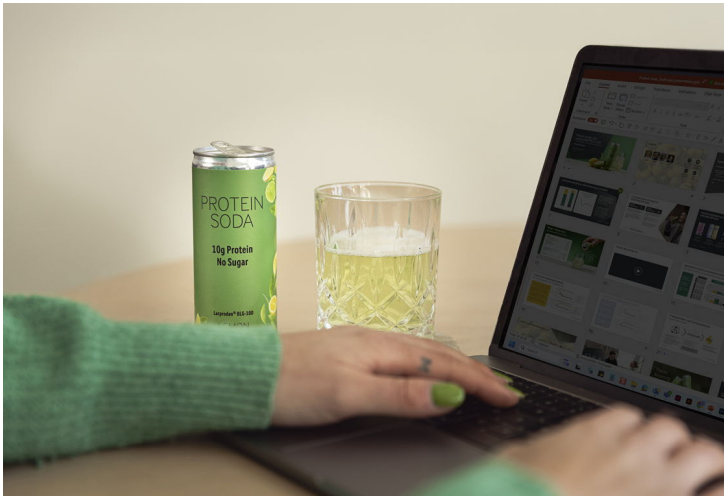


Arla Foods Ingredients showcases protein soda concept at Vitafoods Europe

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Arla Foods Ingredients will highlight the functional benefits of pure BLG (beta-lactoglobulin) in a new protein soda concept at Vitafoods Europe.

Consumers are increasingly seeking functional beverages that support active, balanced lifestyles. In the past year alone, this has seen almost 20 per cent reduce their consumption of traditional carbonated drinks, with over 60 per cent citing health as the primary reason.

Arla Foods Ingredients's protein soda concept is a tailored response to the "better-for-you" soft drink trend, providing 10g of protein per serving with zero sugar. It features Lacprodan BLG-100 to deliver the nutritional power that consumers demand, while offering manufacturers the flexibility of hot and cold processing.

Compared to standard whey protein, Lacprodan BLG-100 contains more of the essential and branched-chain amino acids necessary to support muscle maintenance and growth. Its protein content also supports satiety, appealing to the increasing number of consumers interested in weight management.

Sarah Meyer, Head of Sales Development, Performance Nutrition, at Arla Foods Ingredients, said, "Our exciting new protein soda concept meets the needs of consumers keen to switch out sugary beverages for thirst-quenching, healthier options. Lacprodan BLG-100's outstanding purity ensures the refreshing, water-like viscosity, clarity and clean taste these consumers love. This enables brand owners to set a new quality standard for protein-enriched soft drinks, including those positioned around physical activity."