

Arla Foods Ingredients showcases protein juice drink solutions for South America

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Arla Foods Ingredients is demonstrating how South American brands can use its Lacprodan and Nutrilac ProteinBoost whey proteins to create protein-enriched, ready-to-drink juice-style beverages.

The South American functional beverages market is expected to achieve a CAGR of 8.75 per cent between 2025 and 2030. Health trends are driving consumer demand for drinks with additional wellness benefits as well as great taste. This is reflected in the growing popularity of functional beverages with protein and energy claims.

A new Arla Foods Ingredients survey of 4,000 consumers in Argentina, Brazil, Chile, and Colombia found that great taste, naturalness, and high protein content were their primary considerations when purchasing food.² When asked which products they would like to contain more protein, 31 per cent overall and 40 per cent in Brazil cited juices.

At the upcoming Softdrinks Tech event (31st August to 1st September in São Paulo), Arla Foods Ingredients will highlight how manufacturers can meet these needs using its Lacprodan and Nutrilac ProteinBoost solutions. These whey proteins enable the creation of refreshing, protein-enriched juice-style drinks with satiety benefits and great taste. Rich in all the essential amino acids, they deliver up to 6 per cent (15g per 250ml) protein, and allow on-pack protein health and nutrition claims.

Lacprodan clear whey protein isolates allow beverage, performance, and health brands to develop a clear, refreshing juice-style protein drink without the milky flavour of traditional ready-to-drink beverages. Fat-free and with only four ingredients, Lacprodan supports clean labels and zero-fat claims. It can be produced using UHT treatment, without homogenization.

Nutrilac ProteinBoost whey protein offers pleasant viscosity and creamy mouthfeel, enabling dairies to innovate with refreshing products such as protein smoothies. It also supports low or zero-fat claims, increasing its appeal to health-conscious consumers. Made with patented microparticulation technology, Nutrilac ProteinBoost enables smooth protein addition with no technical challenges, requiring only heat treatment, pasteurisation, with homogenization.