Concept overview

Indulge in this tasty 25g high protein recovery beverage for post exercise consumption.

Consumption of Fast Milk Protein chocolate milk results in greater availability of Leucine and other Branch Chain Amino Acids (BCAAs) than standard milk proteins, enabling rapid digestion and absorption to support muscle recovery.

Consumer benefits

Protein is required immediately after exercise to optimise muscle recovery and maximise building of lean muscle to:

• Increase metabolism and maintain body weight (muscle mass is the calorie burning machine!)
• Fuel muscles with the energy to perform physical activities
• Build overall strength

SureProtein™ Fast MPC 4868 is an optimal source of rapidly digestible milk proteins, providing muscles with a higher level of amino acids within the first two hours of consumption compared to standard milk protein offerings.

Key ingredients

SureProtein™ Fast MPC 4868 provides a new science story from which to engage consumers in the sports and healthy lifestyle segment, through taking Milk Protein Concentrate from a “slow” protein to a “fast” protein.

NZMP have created a new Milk Protein Concentrate that:

• Significantly increases the rate of amino acid digestion and absorption.
• Delivers very good heat stability in RTDs.
• Delivers excellent cold water solubility in dry mix beverages.
• Delivers excellent flavour (it is not hydrolysed).
• Maintains high nutritional quality.