PRODUCT CONCEPT:
All the Whey Crunch Bar
19g protein per 60g bar (32%)

Concept overview
A delicious dough surrounds light and crispy whey protein crisps, making a perfect high protein snack after training. All the Whey Crunch provides the excellent muscle building benefits of 19g of high quality whey protein in a 60g bar.

Consumer benefits
With 19g of whey protein, this bar is perfect to jump start muscle recovery when consumed immediately after training. The All the Whey Crunch Bar provides a delicious refueling option after a tough workout or any time of the day.

Key ingredients
SureProtein™ FlexBar Whey Protein Concentrate
An extremely versatile whey protein concentrate designed to provide a superior texture for a softer bite throughout bar shelf life. FlexBar is less chewy than standard whey ingredients with a clean milky flavor. An essential and flexible ingredient to use as a base in all types of bar applications.

SureProtein™ CrispBar Dairy Protein Crisp
A light & crispy dairy protein inclusion enabling opportunities to develop a wider range of high protein nutrition bars by adding crunch and managing hardening.

This product concept card is designed to show how our ingredients can be used to create products with a range of benefits for you and your consumers.

The information in this document is designed to give a brief overview of the nature and characteristics of our ingredients as at the date of preparation. It does not constitute representations or warranties as to such characteristics, the functionality or potential applications of our ingredients and you must assure yourself of these matters having regard to our detailed product specifications, your specific circumstances and applicable market regulations. NZMP, the nzmp droplet, and SureProtein™ are trademarks of Fonterra Co-operative Group Limited.