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

Concept overview
A delicious, all whey, dough bar that provides excellent muscle building benefits with 19g of high quality whey protein per 60g serve. All the Whey Dough Bar delivers a soft, stable texture, without the chewiness typically associated with standard whey ingredients.

Consumer benefits
With 19g of protein, this bar is perfect to jump start muscle recovery when consumed immediately after training. The All the Whey dough bar provides a delicious refuelling option after a tough workout, or in-between meals.

Key ingredients
NZMP SureProtein™ FlexBar 510 Whey Protein Concentrate
An extremely versatile whey protein concentrate designed to provide a superior texture for a softer bite throughout bar shelf life. FlexBar 510 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.

NZMP SureProtein™ SoftBar 825 Lactalbumin
A texture breaking and softening isolated whey protein that gives chewy dough bars a shorter, more pleasant bite. This ingredient is typically used at low levels, in conjunction with other ingredients, to optimise bar texture, including enabling all-whey solutions by countering chewiness where Calcium Caseinate would have been used in the past. Low in lactose and high in protein, this ingredient supports formulation flexibility in high protein bars.