



PRODUCT CONCEPT:

Oatmeal Cookie Dough Bar

16g protein per 60g bar (27%)

Concept overview

A great tasting dough bar with the wholesome goodness of rolled oats and 16g of high quality dairy protein in every 60g bar.

Consumer benefits

A convenient and nutritious snack between meals, this bar is perfect for active consumers seeking a great tasting, healthy snack option. The 16g of high quality whey protein provides a nutritional boost for muscle support and general wellbeing.

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.

SureProtein™ ShortBar 1104 Total Milk Protein

A unique milk protein isolate that makes soft dough bar more manageable during processing and by contributing structure and shortening characteristics, making it an excellent ingredient to partner with whey ingredients such as NZMP's WPIs or FlexBar.

SureProtein™ SoftBar 917 Whey Protein Hydrolysate

A lightly hydrolysed whey ingredient, with strong bar softening properties, with an elastic texture. Used at low to moderate levels in a formulation this can be a great shelf life extender and bar softener. Recommended for all whey low sugar solutions.

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.