Product Concept: Stress-Buster High Protein Dough bar

400mg milk phospholipids*
19g protein*

Concept overview
Specially formulated for busy people who want to perform under stress while keeping on track with their health and wellness goals, Stress-Buster High Protein Dough Bar is the next generation of protein bars made with clinically proven milk phospholipids to help address the effects of stress and improve mood & focus.

Perfect before or after a workout or in between meals, this great tasting dough bar provides essential protein nutrition as part of a healthy diet and allows consumers to ‘stress-eat’ without guilt.

Consumer benefits
- Supports muscle build and recovery.
- Helps to manage the response to stress.
- Helps to stay positive under stress.
- Helps to stay focused under stress.
- Natural non-GMO milk proteins and phospholipids from grass-fed cows.

Key ingredients
NZMP Milk Phospholipids 70
Naturally present in milk as part of the milk fat globule membrane, NZMP Milk Phospholipids 70 are complex lipids. Complex lipids are clinically proven to help manage the effects of stress, helping maintain performance by staying focused and positive. High in whey proteins which support muscle recovery, low in lactose and with a neutral flavor, this ingredient supports formulation flexibility in food and drink applications.

SureProtein™ OptiBar 892 Whey Protein Isolate
A texture building whey protein isolate to be used with other protein ingredients to enables the adjustment of bars to the desired nutritional and texture profile.

SureProtein™ SoftBar 1000 Milk Protein
Contributing softness to dough bar formulations, this ingredient is designed to be used in combination with texture building ingredients to achieve the desired bar texture.