Product Concept: Stress-Buster Granola bar
400mg milk phospholipids*

Concept overview

Specially formulated for busy people who want to perform under stress, Stress-Buster Granola bar is the next generation of comforting snack bars made with clinically proven milk phospholipids to help address the effects of stress and improve mood & focus.

Perfect for breakfast or between meals, this great tasting, healthy and beneficial granola bar allows consumers to ‘stress-eat’ without guilt.

Consumer benefits

- Helps to manage the response to stress.
- Helps to stay positive under stress.
- Helps to stay focused under stress.
- Natural non-GMO 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.