



Seeking Companies interested in the Commercialization of a High Protein Ice Cream

The Center for Dairy Research (CDR) (www.cdr.wisc.edu) is seeking companies interested in the development of a high protein (i.e., excellent source) ice cream utilizing fluid concentrated milk. With 10 grams of protein per serving and sweetness from agave, this ice cream will appeal to anyone looking for indulgence that also fits into a healthy lifestyle. Whether one is young or old, a fitness enthusiast, or recovering from illness, this is the ice cream to double dip.

Technology

- During the manufacturing process, concentrated milk can be combined with cream and other ingredients, flavors and colors to create this novel high protein ice cream. The formulation is adjusted to have an appropriate freezing point. No special rehydration equipment is required and the process can be done using typical ice cream manufacturing equipment. Thanks to the use of concentrated milk, this product provides consumers with the high levels of dairy protein they need to power their day and the rich, creamy flavor and texture they have come to expect from traditional ice cream. Available for customization, this ice cream development will provide an interested company with the technology they need to compete in today's emerging high protein ice cream market.

Functional/Economic Benefits

- Conventional ice cream contains 2-4g protein/serving. Some newer enriched protein ice creams can have up to 6-7g/ serving (i.e., good source). Our novel product contains 10g protein/serving (102 g). This ice cream is also an excellent source of calcium (providing 30 percent of the daily value). Increasing the protein content of ice cream usually results in a firm, poor melting and powdery consistency. Utilizing concentrated milk as the source of protein, this unique high protein ice cream has a fresh, creamy flavor and texture. Additionally, the product does not contain eggs, sugar alcohols or artificial sweeteners making this an excellent choice for those seeking a product with fewer additives.



Economic Opportunity:

- The increasing demand for high protein functional foods continues to grow following the trend that helped catapult Greek yogurt into a major food product. Ice cream has not traditionally been viewed as a nutritious snack, but more of a luxury or indulgent treat. Our new product changes that, as it provides an exciting opportunity for consumers to enjoy a healthy indulgence that serves as an excellent source of dairy protein and calcium. Benefits of dairy proteins include building and repairing muscle, satiety, energy and overall nutrition. Additionally, consumption of dairy protein has been recommended to counteract the effects of sarcopenia, or loss of muscle mass due to aging. These benefits as well as the novelty of this product will surely attract target consumers interested in weight management, sports nutrition, and communities such as schools, hospitals and senior living centers looking for a protein rich treat.

Applications:

- Sports nutrition (high quality dairy protein)
 - Shakes (protein for athletes or weight management programs)
 - Medical foods (hospitals, clinics)
 - Assisted living facilities (healthy aging)

How can CDR help me?

- CDR is an internationally known dairy research center and the largest within the United States. Access to world class food scientists/technologists, and a licensed, operating dairy plant, along with CDR's client confidentiality commitment provides applied research at a minimal cost. CDR is not interested in IP opportunities and simply charges a fee for service, resulting in a low-cost, and low-risk R&D outsourcing option.