



Volactive®  
UltraWhey  
*Velicious™*



## EASE OF USE IN YOUR PROCESSES

**Volactive**<sup>®</sup> UltraWhey *Velicious*<sup>™</sup> is the ideal ingredient for many applications. It can be processed at high temperatures and also enables higher doses of protein in small format products such as squeezable pouches. It can be added to existing recipes with minimal reformulation. Whether it is in bars, chocolate, spreads and fillings, cookies or ice cream, to name but a few, it is the perfect versatile, high-quality solution for developing tasty high protein products.

We have an expert R&D application team who are happy to advise you on creating high protein, delicious products with **Volactive**<sup>®</sup> UltraWhey *Velicious*<sup>™</sup>

## THE ACTIVE NUTRITION CONSUMER

“Loved it - no aftertaste, very creamy smooth texture”

“Clean, light, easy to drink”

“Delicious flavour and nice texture, not artificial”

Volactive<sup>®</sup> UltraWhey  
*Velicious*<sup>™</sup> is

Vegetarian

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Halal certified

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Kosher certified

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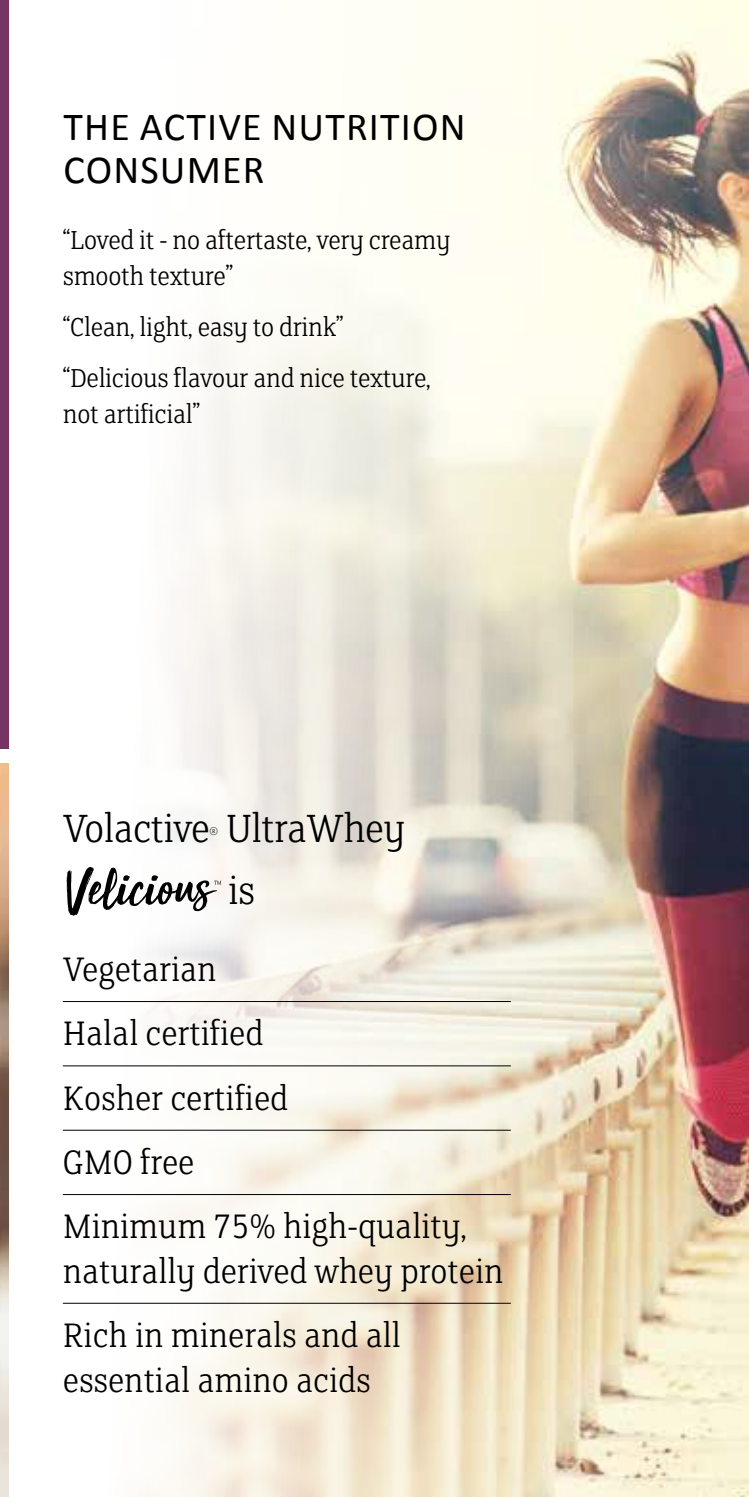
GMO free

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Minimum 75% high-quality,  
naturally derived whey protein

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Rich in minerals and all  
essential amino acids





## TASTY FOOD WITH THE BENEFIT OF HIGH PROTEIN

**Volactive**<sup>®</sup> UltraWhey *Velicious*<sup>™</sup> is a specifically engineered whey protein concentrate powder that can be used in everyday products such as ice cream, small format products such as squeezable pouches, bars, chocolate, spreads, fillings or cookies.

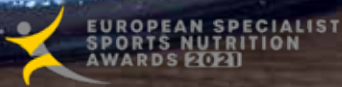
It is high in protein and imparts a luscious creamy mouthfeel and delicious neutral dairy flavour, with no drying aftertaste. It has proved a great hit with a new fast growing audience: the Active Nutrition consumer.

## A GROWING MARKET FOR WHEY PROTEIN PRODUCTS

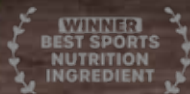
Active Nutrition consumers are looking for whey protein products to incorporate into their everyday diets. They want rewarding taste experiences and healthy products without chalky grainy textures or dry aftertaste.\*

In blind testing Active Nutrition consumers showed an overwhelming preference for ice cream, smoothies and baked goods that contained **Volactive**<sup>®</sup> UltraWhey *Velicious*<sup>™</sup> and loved the creamy texture and lack of aftertaste the product provides.\*

\*Independent research by Cambridge Market Research - Aug '17



EUROPEAN SPECIALIST  
SPORTS NUTRITION  
AWARDS 2021



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