

WHO SAID
HIGH-PROTEIN
BARS HAVE
TO BE HARD?



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Prodiet® Bar
is a brand of Ingredia



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THE PERFECT PROTEIN FOR VERY INDULGENT BARS

NATIVE MILK PROTEINS

Micellar casein and native whey protein⁽¹⁾:

- 100% natural process
- coming directly from milk

Very pleasant **milky taste**

Bar Softness over the shelf life

AN IDEAL SOLUTION FOR THE NUTRITION MARKETS



• **Rich in micellar calcium:** prevents weight and fat gain*

• **Rich in micellar casein:** Acts to the long term satiety to avoid snacking**



• **Micellar Casein:** optimal use of amino acids for the muscle synthesis

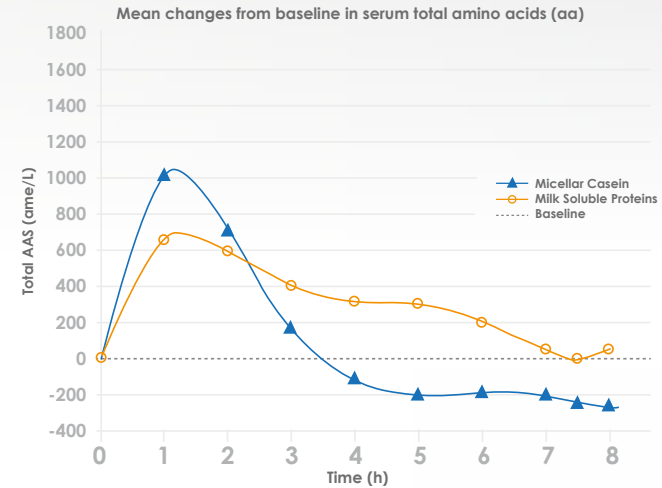
• **Native whey protein:** high amount of protein stimulating muscle building

HIGH NUTRITIONAL QUALITY

Excellent **amino acids** profile

Very **rich in BCAA⁽²⁾** = 21%

Nutritional value of micellar casein



Slow release of amino acids for muscle recovery***

Peak of amino acids to trigger muscle synthesis

Outstanding Softness

VERY PLEASANT TASTE

HEALTHY SNACK

LONG SHELF LIFE

ALL NATURAL PROTEINS

30% OF PROTEIN

(1) Natural form of whey protein (2) BCAA: Branched Chain Amino Acids
 Sources: *Zemel et al. Regulation of adiposity by dietary calcium. The FASEB Journal, 14, 1132-1138, 2000. **Hochstenbach-Waelen et al. Comparison of 2 diets with either 25% or 0% of energy as casein on energy expenditure, substance balance, and appetite profile. Am J Clin Nutr. 2009. ***Peter T.Res, B. Groen et al. Protein Ingestion before Sleep Improves Postexercise Overnight Recovery. Medicine & Science In Sports & Exercise. 2012