



Birthday Cake Crispy Protein Bar

Whey protein for children's nutrition

Obesity among children is making headlines around the world, generating a vocal and energetic movement within government, industry and consumer groups. Food and beverage manufacturers are being encouraged to participate in the effort to challenge obesity by offering new or additional products for children that are supportive of recognized parameters for good nutrition.

Because they are growing so fast, and because so much of their future wellbeing depends on healthy development, children need more protein, calcium and vitamin D. To help meet their need, this kid-friendly, 100-calorie snack bar uses a special blend of whey protein isolate, concentrate and hydrolysate. Whey crisps made with Hilmar whey protein are also used. These crisps, available in protein levels from 50% - 80%, are a novel way to boost protein content and offer an alternative to traditional crisps and granola. Hilmar whey proteins are complete proteins providing the essential amino acids in an optimum blend for human consumption. Whey proteins have a PER of 3.2, a "perfect" PDCAAS of 1.00 and have a low glycemic load at 2 per 100 grams for concentrates and <1 for whey protein isolates.

Hilmar™ 9400 is a highly functional WPI – its clean flavor, acid and heat stability and superior protein nutrition make **Hilmar™ 9400** an outstanding choice for all types of fortification. Being greater than 90% protein, **Hilmar™ 9400** also contributes maximum protein with almost no fat or carbohydrate. **Hilmar™ 8200** Whey Protein Concentrate is an 80% WPC designed to improve texture in nutrition and food bars by controlling moisture, maintaining volume, and emulsifying fat. **Hilmar™ 8200** also reduces dough stickiness, enhancing the processing and/or handling characteristics of bar formulations. **Hilmar™ 8370** is a WPH containing pre-digested proteins, short peptides, and amino acids. Providing critical functionality in bar applications, **Hilmar™ 8370** has the ability to modify the texture of nutrition bars, making them softer and more pliable. It can be used alone or as a partial replacement for casein, caseinates, hydrolyzed gelatin, and soy protein isolate.

The Birthday Cake Crispy Protein Bar adheres to the requirements established by the American Heart Association, Alliance for a Healthier Generation and state School Nutrition Guidelines such as California's Senate Bill 19.

INGREDIENTS (Contains dairy and soy)

Soy Crisps, Flavor-Lites {Sugar, Corn Cereal, Corn Syrup, Palm Oil, Food Starch, Color, Citric Acid}, Yogurt Coating, Brown Rice Syrup, Fructo-oligosaccharide, Hilmar™ 9400 Whey Protein Isolate, Glycerin, Sucromalt, Multigrain Nuggets, Inulin, Whey Crisps, Natural Flavors, Natural Sweetener Blend {oligofructose, fructose, vegetable protein isolate, nat. flavors}, Calcium Carbonate, Hilmar™ 8200 Whey Protein Concentrate, Soy Protein Isolate, Pea Protein Isolate, Hilmar™ 8370 Whey Protein Hydrolysate, Flaxseed, Salt, Vitamin D3 (cholecalciferol).

Nutrition Facts

Serving Size 1 Bar (30g)
Servings Per Container
Calories 100
Calories from Fat 15
Calories from Saturated Fat 10

Amount / Serving	% Daily Value*	Amount / Serving	% Daily Value*
Total Fat 1.5g	2%	Total Carbohydrate 14g	5%
Saturated Fat 1g	5%	Dietary Fiber 3g	12%
Trans Fat 0g		Sugars 8g	
Cholesterol 5mg	2%	Sugar Alcohol 0g	
Sodium 105mg	4%	Protein 8g	
Potassium 30mg	1%	Calcium 30%	Iron 6%
Vitamin A 0%	Vitamin C 0%	Magnesium 0%	
Vitamin D 25%	Vitamin E 0%		

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:
Calories: 2,000 2,500

Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500 mg	3,500 mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

The nutritional data presented herein is obtained from calculated values based on individual components.

We deliver the promise of dairy.

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