

As shown at



Pomegranate Hibiscus Tea Protein Energy Drink

Whey protein for women's nutrition

Many energy drinks on the market contain significant amounts of sugar and a hard jolt of caffeine. For consumers looking for a softer, more sustaining boost, this concept formulation provides an alternative. It has 80 mg of caffeine from guarana seed to provide natural energy, contains only 5 grams of sugar and no artificial colors or flavors. Along with energy, the drink provides nourishment and is “clearly” fortified with whey protein isolate for a rich supply of amino acids and high-quality protein nutrition.

Hibiscus tea and pomegranate flavor add to the drink's healthy appeal and give it a pleasantly tart, refreshing taste that can be enjoyed anytime. A 250 mL serving delivers 12 grams of protein, 100% daily value of vitamins B3, B6, and B12, and is a good source of soluble dietary fiber.

Hilmar™ 9020 Whey Protein Isolate is a highly functional WPI with excellent clarity. Clean flavor, acid and heat stability and superior protein nutrition make Hilmar™ 9020 an outstanding choice for fortification of transparent systems including gels, waters, juices and low pH beverages. Hilmar whey proteins are complete proteins providing the essential amino acids in an optimum blend for human consumption. Whey protein is a complete protein with a PER of 3.2 and “perfect” PDCAAS of 1.0.

This concept has been tested in a full production run at Tetra Pak Pilot Plant, Denton TX USA. High cost estimate for the ingredients only is \$0.55 per 330 ml unit (as of July 2017).

Ingredients: Water, **Hilmar™ 9020 Whey Protein Isolate**, Natural Sweetener Blend (Erythritol, Stevia Extract), Cane Sugar, Hibiscus Extract Concentrate (Water and Hibiscus Flowers), Soluble Corn Fiber, Natural Flavors, Guarana Seed Powdered Extract (natural caffeine source), Natural color (Purple Carrot, Sugar, Water, Citric Acid, Potassium Sorbate Solution), Trisodium Citrate Dihydrate (if needed), Niacinamide (Vitamin B3), Pyridoxine Hydrochloride (Vitamin B6), Cyanocobalamin (Vitamin B12).

Nutrition Facts	Amount / Serving	% Daily Value*	Amount / Serving	% Daily Value*	*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
	Serving Size 250 mL Servings Per Container 1.3 Calories 80 Calories from Fat 0	Total Fat 0g	0%	Total Carbohydrate 14g	
	Saturated Fat 0g	0%	Dietary Fiber 3g	12%	Saturated Fat Less than 20g 25g
	Trans Fat 0g		Sugars 5g		Cholesterol Less than 300mg 300mg
	Cholesterol 0mg	0%	Protein 12g		Sodium Less than 2,400mg 2,400mg
	Sodium 0mg	0%			Total Carbohydrate 300g 375g
	Vitamin A 0% • Vitamin C 0%		Calcium 0% • Iron 0%		Dietary Fiber 25g 30g
	Niacin 100% • Vitamin B6 100%		Vitamin B12 100%		

The nutritional data presented herein is obtained from calculated values based on individual components. It does not include trisodium citrate dihydrate, as addition may vary.