

Prodiet®, powerful dairy proteins for active and sports nutrition!



The Group Prospérité Fermière – INGREDIA is specialized in dairy proteins since 1949. Fresh cow milk is collected from French farmers and European partners. Thanks to our know-how and state-of-the-art technology, we provide **Premium nutritional and functional proteins** obtained by membrane filtration. The naturalness and functionality is preserved to bring the best for the end users.

Sport protein products market represents 3 billion USD in Asia in 2022 with a strong global annual growth of **10%** between 2023 and 2026 (Euromonitor, 2023). Asians are traditional milk tea consumers for all ages and seasons to stay active.

High quality proteins help active and sports people to benefit from a **better recovery, muscle building and regulation of satiety**. Dairy proteins supplied by INGREDIA can be used in a wide application in food and nutrition, such as **protein drinks and bars**.

This year INGREDIA proposes an on-the-go protein milk tea concept named « Build Up »: a tea flavored **high-protein RTD** (Ready-to-drink) with **20g of protein** in a can of 250ml.

« Build Up »:



Build'Up
Muscle recovery

High protein drink
20g

High protein
sterilized drink

Nutritional facts	Per 100 ml (3.4 oz)	Per serving (250 ml (8.4 oz))
Energy (kJ/kcal)	41/103	132/318
Fat (g)	1	2.5
Of which saturated (g)	0.2	0.5
Carbohydrates (g)	5	12.5
Of which sugars (g)	5	12.5
Protein (g)	8	20
Salt (g)	0.02	0.05
Calcium (mg)	167	418

Water, milk protein isolate (5.4% PRODIET® Fluid), sugar, sunflower oil, tea flavor, tea.

Barcode: 342544-01

Manufactured on: 19/07/2023
Best before: 19/07/2024

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Thanks to **Prodiét® Fluid**, an outstanding native micellar casein, **Build'Up** stays very fluid and indulgent even at high protein levels.

Recommended use:
Best when served cold. Shake well.
Take one can post workout.
After opening, keep it in the fridge and consume within 24 hours.

Prodiét fluid

Net weight: 250ml (8.4 oz)

Milk protein isolate (MPI) PRODIET® Fluid is added to enrich the protein content. This ingredient provides an **excellent fluidity** and ensures the **stability overtime**. Thanks to its complete amino acids (AA) profile and slow AA release, « Build Up » is ideal to supplement your nutritional needs in your daily life for an **optimal muscle synthesis and recovery** after work. (20g protein= 34 % of daily protein needs recommended for an adult of 70kg).

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Join us at Vitafoods Asia Bangkok

September 20 - 22, 2023

60 Ratchadaphisek Rd

Khlong Toei

Bangkok 10110 Thailand

Ingredia Booth #I35



The nutraceutical event for Asia

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