



## Matcha Chai Instant Shake: Ticaloid Ultrasmooth CL

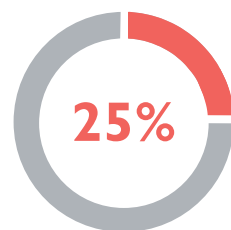
Health and wellness trends continue to penetrate the instant beverage category as consumer demand drives growth for nutritionally fortified products that align with plant-based lifestyles.

Dairy-free fortified instant beverages often have an increased amount of perceivable particulates due to the addition of plant-based proteins, vitamin-mineral blends, fiber and other nutritional ingredients. These ingredients can also increase the astringency of the beverage. With the help of hydrocolloids, plant-based formulators can address these challenges and achieve a recognizable dairy texture.

To target texture in these protein beverages, product developers can leverage the benefits of Ticaloid Ultrasmooth CL. This cold-water soluble hydrocolloid system suspends and stabilizes protein shakes and meal replacers while also improving mouth coating with label-friendly ingredients.

This prototype also features Simplistica® BV 0358, an optimized ingredient system combining a natural sweetener and a single ingredient hydrocolloid. Simplistica BV 0358 helps food and beverage developers design reduced or low-calorie beverage formulations without compromising on texture or sweetness.

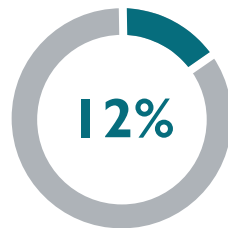
### Consumer Clean Trends:



25% of US respondents consume plant-based dairy alternatives more than once a week.<sup>1</sup>



Sports powder launches have grown\* by 20% from 2014-2019.<sup>2</sup>



12% of all sports powder launches from 2014-2018 have a vegan label claim.<sup>2</sup>

<sup>1</sup> Innova Market Insights, Plant Based Survey 2017

<sup>2</sup> Innova Market Insights

\* Compounded Annual Growth Rate

## Matcha Chai Instant Shake: Ticaloid® Ultrasmooth CL

Ingredients	%
Water	86.13
Vitesse Pulse 1803 Pea Protein	8.13
Sugar	3.61
Matcha Tea Powder	1.00
Simplistica BV 0358	0.63
Ticaloid Ultrasmooth CL	0.10
Green Tea Flavor	0.20
Chai Flavor	0.20
<b>Total</b>	<b>100.00</b>

### Procedure:

1. Dry blend all dry ingredients together.
2. Add water to a shaker bottle.
3. Add dry blend to the shaker bottle.
4. Shake for 30 seconds.
5. Taste or test immediately.

### Nutrition Facts

Serving Size (237ml)

Amount per Serving  
**Calories 110**

% Daily Value\*

Total Fat 1.5g 2%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 260mg 11%

Total Carbohydrate 10g 4%

Dietary Fiber 0g 0%

Total Sugars 8g

Including 8g Added Sugars 16%

Protein 14g

Vitamin D 0mcg 0%

Calcium 27mg 2%

Iron 4mg 20%

Potassium 28mg 0%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

### Label Declaration:

Water, Pea Protein, Sugar, Matcha Tea Powder, Acacia, Natural Flavor, Guar, Xanthan Gum, Steviol Glycosides

