

CREATING THE UK'S FIRST CLEAR PROTEIN WATER DRINK

Discover how our innovation team threw away the rule book on the quest to create a clear protein water product



Consumers have never been more aware of the benefits to mental and physical health by making healthier diet and lifestyle choices. Protein packed foods and beverages have become the norm for anyone that takes their health and wellbeing seriously.

This is reflected in the sports nutrition industry, which is growing at around 8.9% a year and is projected to be worth £22.5 billion by the end of 2027*, as consumers look to diversify their nutritional options on their quest to feed a more active lifestyle.

Discover how our innovation team helped increase those options by creating a category first beverage for a sports performance brand that wanted to make fitness supplements more appealing and easier to digest for its customers.

Our clear protein water story

Our mission is to help customers grow their businesses through product innovation. Half the time we do this when businesses come to us with a product challenge and the other half we go to customers with solutions they didn't know they needed.

This time we were approached by an up and coming sports performance brand that were looking to create a new protein fuelled beverage for a rapidly growing audience. They were inspired by the huge demand for flavoured clear water beverages and how their appearance suggested a purer, more refreshing and hydrating product – so tasked us to create the sports equivalent.

Turning sports protein beverages on their head

Traditionally, performance protein is added to beverages such as milk and protein shakes as the whey protein ingredient used, creates a cloudy appearance that wouldn't be noticed in the end product – which was our biggest challenge when creating a clear version. That coupled with the fact that Whey Protein can also be harder to digest due to its dairy content and also creates higher levels of gas for many end users. All of these were things we wanted to remove within our response.

Our innovation team got straight to work on the challenging task by tearing up the traditional protein drink rulebook. After a short time, they came back with a collagen protein solution called **BODYBALANCE**® produced by one of our global leading Principals **GELITA**. It uses specific bioactive collagen peptides to decrease fat mass, increase lean body mass and provide more muscle strength in combination with resistance training. It's clear appearance and lack of dairy ingredients instantly answered our clear liquid and digestion challenges.

Adding more flavour to the brief

The other great benefit of using a collagen protein solution meant that we could also add other benefits to our final solution, such as a wide variety of flavour variants and added vitamins and minerals thanks to our premix capabilities.

Unlike our competitors, we are able to offer premix solutions that combines all the ingredients our customers require in one finished product. So they don't need to source ingredients from different suppliers and then find someone to mix the required amounts for their final product. Our expert team have the capabilities and knowledge to mix micro milligrams of each product to create the perfectly blended solution all under one roof, which helps compact customer's supply chains and drastically reduces room for error.

OUR CLEAR
PROTEIN WATER
HELPS DECREASE
FAT MASS, INCREASE
LEAN BODY MASS
AND PROVIDES MORE
MUSCLE STRENGTH**

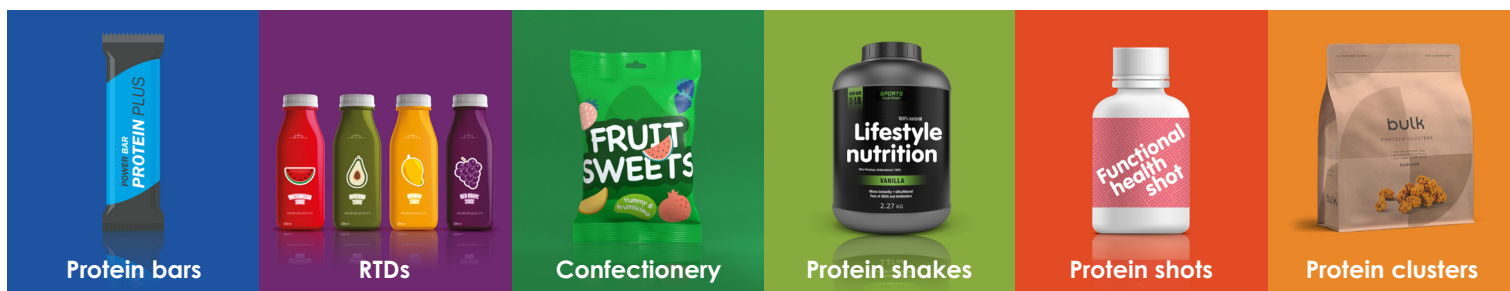


Our clear protein water finished product

The final solution for our sports performance client not only answered their clear protein water challenge. We also offered them a range of flavour variants to help diversify their product, with Vitamin D, which helps support normal immune system function and maintain healthy bones and teeth. Our clear protein water solution made sports recovery and replenishment far more enjoyable and much easier to swallow for sports enthusiasts ever where.

Other sports protein & lifestyle products

Our business started through Sports performance ingredients and over the years we have produced a range of diverse, ground breaking solutions. From Whey Protein Powders for high street retailers and sports performance brands, protein variants for confectionary brands as well as protein bars and snack for health conscious snackers.



The science behind our clear protein ingredients

Our Collagen protein product relies on Bioactive Collagen Peptides impacting on various metabolic processes and overall functional unit of muscle: e.g. muscle and fat metabolism.

The protein metabolism ensures the balance between protein synthesis and protein degradation. More synthesis than breakdown indicates an anabolic state that builds lean tissues, higher breakdown than synthesis indicates a catabolic state that decreases lean tissues.

Resulting in a great sports performance product, that's more appealing thanks to its clear appearance, great taste and it's easier to digest, thanks to the **BODYBALANCE®** collagen peptide ingredients.

Get in touch

By collaborating with our specialist teams, we can work with you to create completely bespoke protein fuelled products of your own. Contact us today to hear how we can help you to tap into the continually growing sports nutrition market.

For the full scientific facts and data around our protein products or to find out how we can create protein enhancing products for your customers, email: info@nutricol.co.uk or call our team on: 01787 478 855

Nutricol Ltd

7-8 Atlas Works, Foundry Lane, CO6 2TE