

BRAND NAME OF
OUR PRODUCT

Clear Protein 8855

NAME OF
COMPANY

Fonterra Research
and Development

LOCATION OF COMPANY

Takanini, Auckland

WEBSITE

[www.fonterra.com/nz/en/Our+Products/
Our+Ingredients/Products/ClearProtein](http://www.fonterra.com/nz/en/Our+Products/Our+Ingredients/Products/ClearProtein)



THE IDEA FOR THE PRODUCT CAME FROM:

Whey protein is the highest quality dietary protein source available to companies that make sports drinks. Companies that make energy and sport drinks need them to have lots of protein but also to be clear. Lots of the whey protein tasted strange and were cloudy. Fonterra knew how to extract whey protein out of milk but they needed to invent a way to take away the taste and the cloudiness as well.



THE PROCESS INVOLVED IN MAKING THIS PRODUCT:

Fonterra invented a special technology that meant they could take all of the whey protein out of the milk and then take away the colour and the taste of milk as well. They also found a way to take out all of the lactose and all of the fat. They called their product Clear Protein. It is so clear that people don't believe it contains protein – even the way it feels in your mouth is more like water.

THE PEOPLE THAT BUY/USE OUR PRODUCT ARE:

Clear Protein is a world first and it will form part of many of the sports and protein drinks that people, drink every day.

WHERE WE GET OUR MILK FROM:

Fonterra.