



## CHAI TEA LATTE

CATEGORY: PROTEIN FORTIFICATION

APPLICATION: BEVERAGE MIX

What do you get when you combine what Mintel calls “one of the most sought-after nutritional choices among American consumers” and the world’s most popular beverage? If you add a dash of spice and put it in a trendy, convenient format, you get protein-fortified chai tea latte.

The American food and beverage market has seen increasing demand for products punched up with protein for numerous reasons, including balancing diet, building muscle and weight loss. Mintel found that new products making a high-protein claim accounted for 19% of global new-product launches in 2012. “Protein awareness is higher and more sought after by U.S. consumers than elsewhere in the world, and the opportunity exists for value brands to add cost-effective protein to products to entice a larger consumer segment,” says Nirvana Chapman, global food science trend analyst, Mintel. “Americans are looking for protein to aid in satiety, weight management and to boost muscle recovery and build muscle after a workout, making protein appeal to a broad audience in a great number of usage occasions.”

This chai tea latte mix formula combines milk protein concentrate (MPC), black tea and Indian spices to create a beverage that provides an excellent source of protein, as well as essential minerals for healthier bones. And it does all this with a blend of only a few consumer-friendly ingredients, making it ideal for the growing number of consumers looking for foods and beverages with a short list of recognizable ingredients. Using MPC improves the nutrition label of the chai mix with high-quality dairy protein, phosphorus and calcium, and provides a complementary, clean flavor. The protein also offers emulsification, foaming and whipping characteristics in this satisfying drink.



### Formulation

Ingredients	Percentage (%)
Sugar .....	48.23
Milk protein concentrate 85 .....	34.09
Natural black tea powder (#23863 Virginia Dare TE48) ..	16.10
Cinnamon, ground .....	0.55
Cardamom, ground .....	0.47
Cloves, ground .....	0.24
Ginger, ground .....	0.24
Nutmeg, ground .....	0.08
<b>Total.....</b>	<b>100.00</b>

### Procedure

1. Premix spices for best dispersion. Combine all dry ingredients in a ribbon blender (sugar, milk protein concentrate, black tea powder and spices).
2. Package in individual packages of 33 grams powdered mix. Instructions on package: Mix well with 8 oz. of hot or cold water. Pour over ice if desired.

Formulation courtesy of the U.S. Dairy Export Council® (USDEC), developed at the Wisconsin Center for Dairy Research, University of Wisconsin-Madison. Additional formulations can be found at [InnovateWithDairy.com](http://InnovateWithDairy.com).

*This formula serves as a reference. Product developers are encouraged to modify the formula to meet manufacturing and finished-product specification requirements.*