



TASTE & VISUAL APPEAL STUDY



Grande Ultra® Taste & Visual Appeal Study

SITUATION:

For beverage manufacturers that are familiar with whey protein isolates (WPI), one thing is almost always true: the more protein you add to your beverage, the more unappealing it becomes. Not only do WPIs have a tendency to make drinks cloudy, but the higher up in protein you go, the thickness of your drink is negatively affected as the viscosity increases. Astringency also typically increases as you add protein. This creates major challenges for manufacturers trying to formulate high-protein, RTD beverages that both taste and look good, but thankfully there's a "whey" to get the protein and functionality of a WPI, without the cloudiness or protein flavor.

At Grande Custom Ingredients Group, we've always been confident that our Grande Ultra® WPI can't be beat in terms of clarity and clean flavor, but a lot of companies make bold claims like that these days. In order to back it up and prove why that's true, however, we've put our product in a head-to-head competition against two leading competitors in our industry.

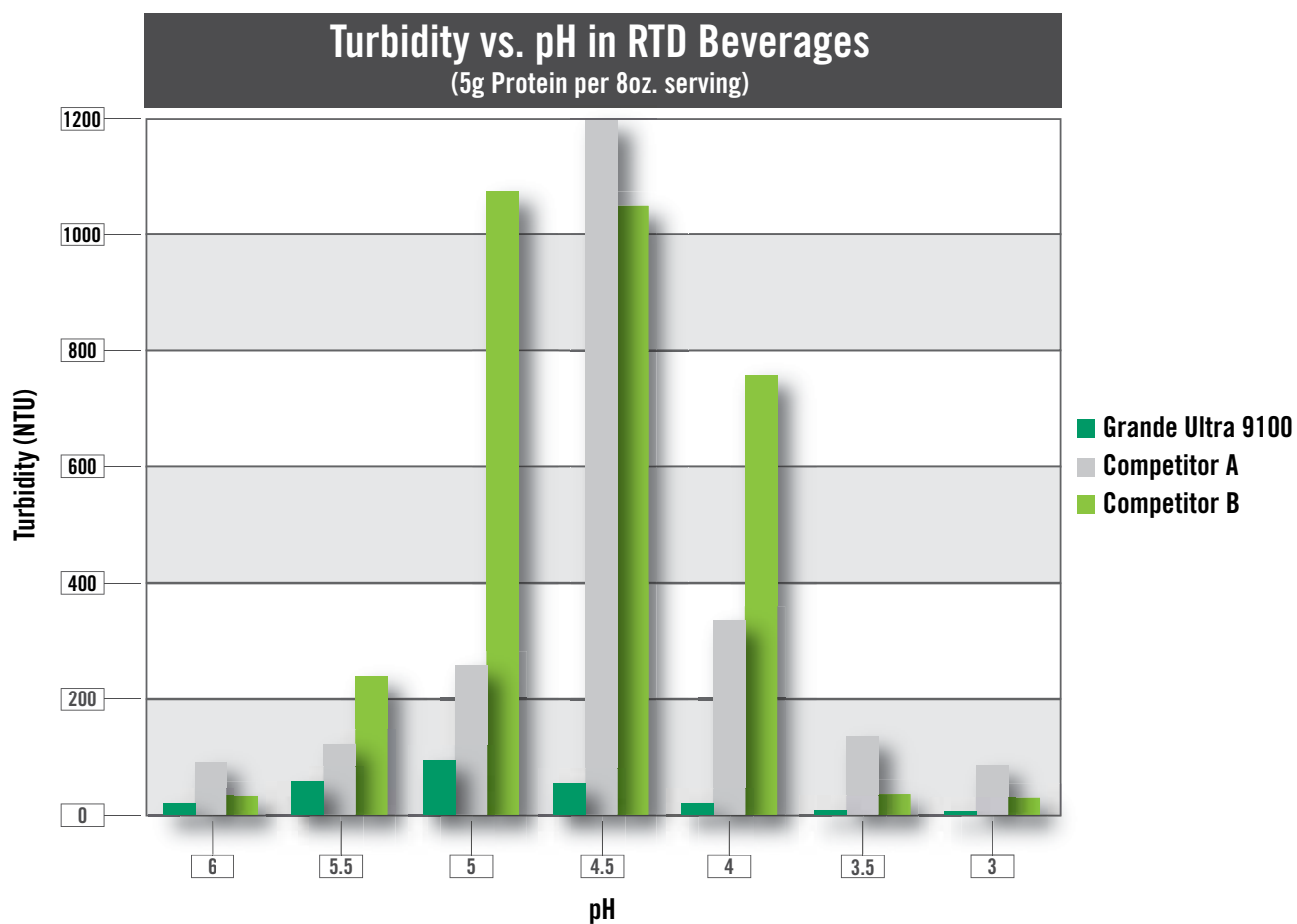
PROCESS:

In this test, three RTD beverages were prepared utilizing three different whey protein isolate brands: Grande Ultra 9150 and two leading competitors (referenced below as "Competitor A" and "Competitor B"). Each sample contained 32 grams of protein, and all were mixed with 16.9 ounces of water.

RESULTS:

Upon settling, a panel of food scientists then tasted each mixture, and also recorded the turbidity data. Here's what the panel observed for taste and clarity:

	Competitor A	Grande Ultra® 9150	Competitor B
Sensory/ Taste Evaluation	Oxidized, some rancidity in both flavor and odor	Very clean, of “whey” flavor, low astringency	Low acidic notes, some lingering of flavors
Turbidity	76.6 ntu	12.1 ntu	27.7 ntu



CONCLUSION:

Looking at the information and evidence above, the difference is certainly clear: no other WPI matches the quality of Grande Ultra®. While other products become so cloudy that you can no longer see through them, Grande Ultra 9150 stays clear and transparent, while also providing a clean, neutral taste. Clear protein beverages need a pH of at least 3.5 to prevent protein from precipitating out, but Ultra is already stable at 3.5 pH, so it is much less astringent.



Even at higher protein levels, Ultra still outperforms competitors. The image above shows the results of an additional test, in which a 50 gram sample was used of Grande Ultra 9150, Competitor A, and Competitor B. After mixing these samples with 16.9 ounces of water, both competitors' products gelled, while Ultra did not.

RECOMMENDATION:

Whether you're looking to add a protein boost to your juice, flavored water, or sports drink, Grande Ultra® is the best whey protein isolate for use in clear beverage applications. It's perfect to use in RTD beverages, and is available instantized and acidified to work with just about any application.

To learn more about how Grande Ultra® can enhance your beverages, or to try it for yourself firsthand, [contact our food scientists](#) today!