

Milk-Derived Protein Ingredients Becoming Increasingly Appealing to Consumers

(June 28, 2008 New Orleans, LA) Stolle Wellness, a leading manufacturer of bioactive milk-based ingredients, will exhibit at this year's Institute of Food Technologists Exposition here, June 30-July 1 at Booth #5141.

The company, founded in 1958, will demonstrate how its skim milk concentrate, milk protein concentrate and whey protein concentrate can provide important new health benefits when formulated in a variety of functional foods and beverages such as yogurt, sports drinks, semi-solid desserts and frostings on baked goods.

"More and more food and beverage manufacturers today recognize the value of milk proteins as a valuable addition to their own healthful product lines," said Con Sterling, President of Stolle Wellness. "At the same time, consumers, the vast majority of whom are already positively predisposed to milk, are increasingly attracted to products that contain milk proteins."

Bioactive milk proteins have been shown to complement the body's anti-inflammatory response, enhance antibody function, improve joint flexibility and improve athletic performance. Additionally, they have been found to promote gastrointestinal health, blood pressure and general wellness.

"There's tremendous demand today for products that help ease the aging process in the baby boomer population," said Sterling. "The beauty of bioactive milk-based ingredients is that they address wellness needs through a familiar and accepted ingredient—milk."

Stolle's bioactive milk-derived ingredients come in three forms: MicroLactin™, a bioactive milk protein concentrate; LactoMune™, a bioactive whey protein concentrate, and UltraLactin™, a bioactive skim milk powder. All these ingredients are produced using a patented technology that enhances the production of certain micronutrients, including the anti-inflammatory factors found naturally in bovine milk. The ingredients are self-affirmed GRAS.

New technological advances for utilizing these proteins in yogurts, RTD beverages and baked goods will be reported at the Protein Supplier Session of the IFT's Scientific and Educational programming by Dr. Robert Stohrer, Vice President of Research and Development for Stolle Wellness.

Dr. Robert Stohrer will speak at 11:45 AM on July 1. Stolle Wellness will exhibit at Booth #5141.

About Stolle Wellness

Stolle Wellness is a manufacturer of science-based, dietary supplement and functional food ingredients derived naturally from cow's milk. Among the scientifically proven benefits associated with Stolle milk technologies are properties that complement the body's anti-inflammatory response, enhance antibody function, assist in improving athletic performance and muscle recovery, help reduce tenderness in joints, promote the lowering of blood pressure, and promote general health and immunity.