

2025: New Product Competition

Developing Innovative,
Dairy-Based Products
for Health & Wellness
Consumers

The statements made and information provided in the current and subsequent slides are based on consumer insights and cannot be used to make product claims. Claims must be truthful and not misleading, supported by scientific data and aligned with regulations in the current marketing environment.



DISCLAIMER

THE USE OF BRANDS AND IMAGES OF BRANDED PRODUCTS IS INTENDED ONLY TO PROVIDE EXAMPLES OF CONCEPTS BEING DISCUSSED, AND DOES NOT IMPLY ENDORSEMENT OF ANY BRAND OR PRODUCT

2025 New Product Competition

Develop a modern, dairy-forward product for the “Healthy Heart & Weight” consumer focused on:

- Heart Health
- Metabolic Health
- Weight Management

Your innovation may target any or all of the health and wellness conditions above.

For more details, see competition rules and guidelines here: <https://www.usdairy.com/research-resources/new-product-competition>

Target Consumer:

Who are you designing an innovative, dairy-based product for?

“Healthy Heart & Weight” Consumer

“I am concerned with my weight and the associated health effects, like heart disease. I seek out foods and beverages that help me reach my weight goals so I can live a long and happy life.”



Source: DMI Strategic Intelligence

Note: This information provides consumer insights and cannot be used to make product claims. See disclaimer on first slide.

Target Consumer:

What are they looking for?

The “Healthy Heart & Weight” consumer’s primary benefits to deliver:

Heart Health	Metabolic Health	Weight Management
<ul style="list-style-type: none">▪ Improve heart health▪ Reduce risk of heart disease▪ Help unclog arteries	<ul style="list-style-type: none">▪ Help lower cholesterol▪ Keep blood sugar low▪ Help lower blood pressure	<ul style="list-style-type: none">▪ Help losing weight▪ Help maintaining weight▪ Help improving metabolism



Dairy + the Healthy Heart & Weight consumer?

Visit usdairy.com/dairy-nutrition to see how dairy plays a role in these health and wellness benefit areas consumers are looking to treat and/or prevent.

Source: DMI Strategic Intelligence

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Target Consumer:

What are they looking for from food and beverages?

Top Foods & Beverages To Address Goal*:



Top Product Attributes:



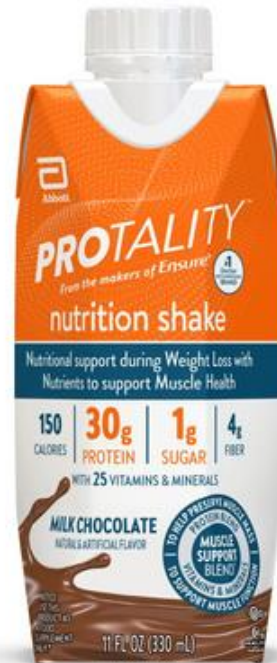
*Top foods used to address a health objective with 120+ index
Source: DMI Strategic Intelligence

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Healthy Heart & Weight: Global Dairy Innovation



“Flora Folic B with vegetable oils rich in unsaturated fats that replace saturated fats helps maintain cholesterol at normal levels.”
[translated]



“PROTALITY provides nutrition support for muscle health during weight loss.”



“Creamy soft yogurt marinated in heart healthy oils and spices.”



Source: [Flora](#), [Abbott Protality](#), [Pariva](#)

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Consumer Trend: Emerging importance of metabolic health and blood-glucose friendly foods.

Bigger than the diabetes consumer.

“A small but growing number of health-forward consumers are now beginning to think about blood glucose and specifically reducing blood glucose spikes by the food choices they make.”¹



“We all want a happy tummy, healthy blood sugar levels, and reduced acid reflux.”



“...made with nutrient-rich ingredients and have little impact on blood sugar.”



“A delicious way to manage healthy blood sugar”



“Better Energy. Balanced Blood Sugar. Backed by Science.”

Source: ¹New Nutrition Business 2024 Key Trends; [Life Cider](#), [TruEats](#), [Good Measure](#), [Good Idea](#)

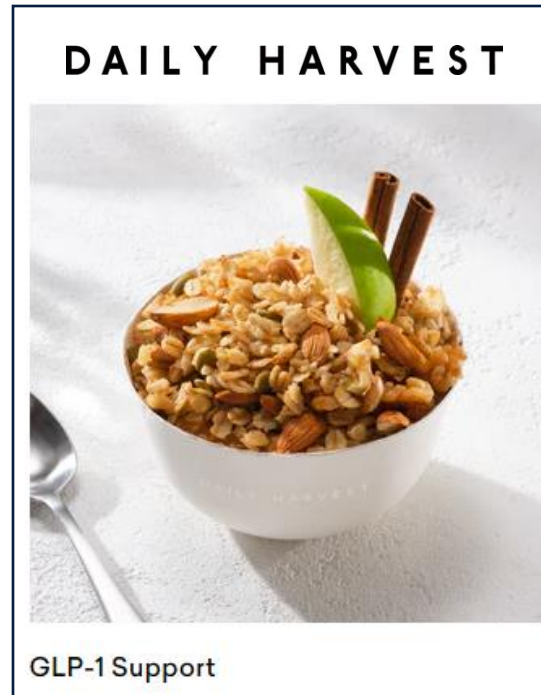
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Consumer Trend: GLP-1 users and food and beverage.

GLP-1 users are eating less food on average and eating smaller portions.

Consumers on GLP-1 are looking for and need nutrient dense, high/lean protein foods (especially to mitigate the muscle loss that comes with the drugs), more fruit & vegetables and dairy and less confectionery, sugary drinks and alcohol. Some of these medications cause gut issues so they favor products that enable gut health and motility (e.g. prevent constipation) like products with prebiotics and added fiber.

Product Examples:



“Our dietitian-curated collection includes pre-portioned, calorie-conscious meals that are delicious, high in fiber, low in saturated fat, free of cholesterol, and have no added sugars.”



“Turn any food into a gut healthy, hunger quieting superfood with our GLP-1 boosting prebiotic mix.”



“PROTALITY™ Advance is specially designed nutrition for those losing weight using GLP-1s, diets, or exercise. Each ready-to-drink shake has HMB to help slow muscle breakdown and protein to help preserve muscle.”*

Source: [Daily Harvest](#), [Supergut](#), [Protality](#)

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- Consumer perception of different product “benefits” may differ from the scientific and regulatory views.

For example:

- The regulatory definition of “energy” is calories (food energy).
- The regulatory definition of “healthy” is defined. Additionally, FDA is providing enforcement discretion here.
- “Natural”/“All Natural”/“Made With Natural Ingredients” is not defined, but is being reviewed by FDA. A cautious approach is recommended.

- Products in the marketplace convey “benefits” in a variety of ways including by product name, ingredients or images.

Therefore

- ✓ Substantiation of product benefits must include support for all express and implied claims
- ✓ The substantiation must be truthful and not misleading and include a review of the totality of the scientific evidence and reflect the strength of the science at the time the claim is made
- ✓ Substantiation may include proprietary (non-public) research results
- ✓ It is advisable to seek the advice of counsel before making claims
- ✓ For further considerations, please see this [link](#)

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