



## Plenty of pros for new range

**Pro Foods LLC** has announced the impending launch of its three-strong range of high protein products.

The forthcoming Pro products are aimed at active consumers of every age group, since protein supplementation is said to help at various life stages. For example, health enthusiasts looking to better manage their weight can benefit from consuming high quality protein for its ability to increase satiety levels and promote lean muscle. Also vegetarians or vegans, who are at risk of being protein deficient, are recommended to look for alternative sources of protein. Other demographics that benefit from high protein diets include expecting mothers, seniors or patients recovering from surgery or burns.

PRO H2O is a high protein flavoured water that contains whey protein isolate and is free from fat and carbohydrates. It is intended to hydrate while supplementing the body with protein throughout the day. Each 500ml bottle provides 90 calories and 20g of protein, reportedly the highest amount compared to other protein waters available in the market. PRO H2O is

available in Kiwi Strawberry and Black Cherry variants.

The second product is PRO ADE, a high protein sports drink composed of electrolytes, protein, carbohydrates, and other essential nutrients that aid in rapid body recovery. Unlike other leading sports drinks, PRO ADE is currently the only one in the market to deliver 22g of whey protein isolate. The drink is available in Orange and Fruit Punch flavours in 500ml bottles.

Finally, PRO CREAM is, to our knowledge, one of the healthiest ice cream products, with a butterfat content of only 9% against the average of 16%. The PRO CREAM formula is blended with vitamins, minerals, and a combination of three different proteins (milk, whey, and egg). This allows consumers to enjoy ice cream whilst also meeting their nutritional and physical needs. The ice cream can be found in Vanilla, Strawberry and Chocolate flavours.

The company has also said that it already has additional flavour profiles in the pipeline for its three products. Although Pro Foods declined to reveal exactly which variants these will be, it did say it plans to expand its product portfolio this calendar year.

To promote the line-up, the firm will use various forms of Internet marketing using social media through Twitter and Facebook, e-mail marketing campaigns, an interactive six week fitness challenge, ongoing contests and promotions intended to engage and interact with consumers and

the community.

In terms of promotional advertising, a series of ads will be streamed through websites such as YouTube to create viral activity. This will be supported by print advertising, being involved at sports events and offering product sponsorships.

The company intends to make its portfolio available through fitness facilities, convenience, grocery and health food stores. By aligning with sports trainers and nutritionists within universities, it aims to target athletes and patients in recovery or with dietary restrictions. The initial launch will be in April with retailers in the South Central region, gradually availability will increase across the country. The products will also be sold online through a very large retailer.

PRO H2O, PRO ADE and PRO CREAM will retail for US\$2.79, US\$2.99 and US\$3.99 respectively.



[www.pro-foods.com](http://www.pro-foods.com)