



APPLICATION Suggestion

Hot Chocolate Drink Mix



IdaPro® MPP is the hot ticket for Hot Chocolate.

It's the doubly effective ingredient that reduces costs and delivers great Hot Chocolate taste.

Hot Chocolate's not just a cold weather favorite any more. It has become a year 'round drink of choice in schools, offices, and homes across the country and around the world. And as Hot Chocolate lovers are developing more discerning tastes, product formulators are searching for ways to deliver rich chocolaty flavor in an increasingly value oriented marketplace.

IdaPro MPP helps Hot Chocolate formulators cut costs without sacrificing flavor. IdaPro MPP can replace 50% of non-fat dry milk (NFDM) in Hot Chocolate Mix without noticeable changes in appearance or flavor.

Factor in the savings of IdaPro MPP vs. NFDM and the benefits are too good to pass up. While cutting costs, formulators can also develop a cleaner label by replacing maltodextrin 1:1 with IdaPro MPP.

Recipe: Hot Chocolate Drink Mix

INGREDIENT	Control (%)	IdaPro® MPP (%)
Sugar	36.00	41.25
IdaPro® MPP	0.00	41.25
Maltodextrin (36 DE)	35.00	0.00
Cocoa	8.50	8.50
Soybean Oil	6.50	6.50
NFDM	5.00	2.50
TOTAL	100.00	100.00

Disclaimer: This information is presented for informational purposes based upon average values of product characteristics and to provide general information of product specifications without representation or warranty of infringement of patent. The presentation of the information is not a representation or warranty of the final product characteristics or specifications. The final product shall be in accordance with the product specifications agreed to in writing prior to order confirmation.

IMP-AS-MPP-CHOCOLATEDRINK-2014(04)



2249 South Tiger Drive
Jerome, ID 83338
208-644-2882
sales@idahomilk.us

Please contact your Idaho Milk Products representative today to learn more about IdaPro® MPP-the ingredient that's poised to become the hottest thing in hot chocolate.

idahomilkproducts.com