



The Dairy Herald

Reporting on Research News You Can Use

Lowfat WPC sausage patties offer significant advantages over full-fat counterparts.

Nutrition Facts	
1 patty (75 g) Container 6	
Amount Per Serving	
Calories from Fat	50
% Daily Value	8%
2g	10%

FAT CUT BY 80%!

- Only 8% of recommended daily allowance
- Contains only 2 grams of saturated fat
- Cholesterol reduced 12%



CALORIES PLUNGE TO A LOW 110!

- Reduced 65% from full-fat patties
- Protein increased 55%
- Sodium also decreased by 80mg



VOTED SUPERIOR BY SENSORY PANEL!

- Lowfat WPC sausage patties were voted *equal* in taste to full-fat counterparts
- Sausages with WPC rated *superior* in texture



CHEAPER THAN OTHER ALTERNATIVES!

- Only \$.89 per pound to produce*
- Costs 20% less per pound than commercial lowfat alternatives*
- Also shrinks 40% less when cooked

*Based on prices as of 10/11/99



Reduce Fat. Enhance Flavor.

Produce lowfat meats in a whole new "why"

It's the best news to report to the meat industry in years: Dairy Management Inc.™ (DMI) has developed a new way to lower the fat in processed meats, yet retain a full-fat flavor.

By adding whey protein concentrate (WPC) to their products, meat manufacturers can maximize the texture and juiciness of sausages, hamburgers, hot dogs and other processed meats while replacing some or all of the fat.

This unprecedented application of an already versatile dairy ingredient has the potential to skyrocket your sales.

As Mike Mangino, professor of Food Science at The Ohio State University, Columbus, Ohio, and developer of this groundbreaking process describes, "This one ingredient solves so many of the problems facing formulators and marketers. For example, lowfat sausages made with WPC have great taste, less shrinkage and an attractive cost when compared to other lowfat formulations."

BENEFIT FROM PROVEN TASTE

But the real story is how consumers have responded to WPC-produced products. A sensory panel found the hamburger, sausage patties and hot dogs containing WPC to be *superior* in taste when compared to their lowfat counterparts.

This favorable reaction means

WPC can enhance your product lines, increase overall consumption of processed meats and multiply sales.

As DMI gets the word out on this latest innovation, only one question remains: Do you want to be among the first to *Do it with dairy*? Call us at 1-800-248-8829 for a personal product demo in your office or lab.

Full-Fat Sausage

Nutrition Facts	
Serving Size 1 patty (75 g) Servings Per Container 6	
Amount Per Serving	
Calories 310	Calories from Fat 270
% Daily Value	
Total Fat 30g	46%
Saturated Fat 11g	55%
Cholesterol 50mg	17%
Sodium 500mg	21%
Total Carbohydrate less than 1g	0%
Protein 9g	
Vitamin C 2%	Iron 4%
Not a significant source of dietary fiber, sugars, vitamin A and calcium.	
Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
	Calories 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram	
Fat 9	Carbohydrate 4 Protein 4

Lowfat WPC Sausage

Nutrition Facts	
Serving Size 1 patty (75 g) Servings Per Container 6	
Amount Per Serving	
Calories 110	Calories from Fat 50
% Daily Value	
Total Fat 5g	8%
Saturated Fat 2g	10%
Cholesterol 45mg	15%
Sodium 420mg	18%
Total Carbohydrate 0g	0%
Protein 14g	
Iron 4%	
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C and calcium.	
Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
	Calories 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram	
Fat 9	Carbohydrate 4 Protein 4

A Compelling Comparison— The fat calories in the WPC-produced sausage patty (on the right) represent an 80% decrease when compared to a full-fat patty (on the left).

DMI DAIRY MANAGEMENT INC.™
AMERICAN DAIRY ASSOCIATION™ NATIONAL DAIRY COUNCIL U.S. DAIRY EXPORT COUNCIL

Call us toll free:
1-800-248-8829

Visit our Web site:
www.doitwithdairy.com

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