



CASE STUDY: BAKERY & SAVORY

Leading Food Company Reimagines Bakery & Savory Lineups with VersiLac®

Location: Midwest USA

Trial Period: Jan–May 2025

Tested In: Chocolate Brownies, Pizza Crusts, Savory Sauce Mix

The Challenge

- Escalating costs in whey powder, lactose, and NFDM
- Pressure to simplify formulations and improve nutrition
- Need for cleaner, consumer-friendly labels

The Solution

Reformulated 3 core products using VersiLac®:

- 100% replacement of whey powder & NFDM
- Sugar reduced by ~5%, cocoa by ~15%, cheese by ~10%
- Replaced 15% butter in select baked goods

Why It Worked

- Cost-effective replacement for whey/NFDM
- Natural flavor enhancement (milk minerals + nitrogen)
- Excellent solubility and easy blending
- Lactose-driven moisture retention for better baked goods

MEASURABLE RESULTS

KPI	Base Formula	VersiLac Formula	Change
Ingredient cost/unit	\$1.80	\$1.52	-0.28 (16% savings)
Sodium (mg/100g)	440	335	-24%
Sugar (g/100g)	17	13	-24%
Moisture Retention @12h	70%	78%	+8 percentage points
Consumer Flavor Score	4.2/5	4.3/5	+2% improvement

Outcomes

By May 2025:

- 70% of product portfolio reformulated with VersiLac®
- **Projected annual ingredient savings: \$475,000**
- Cleaner labels and simplified formulas
- Expansion into confections, savory mixes, and sauces (Q3 2025)

Takeaways

- Versatile across bakery, savory, and confections
- Quantifiable cost savings + sugar/sodium/cocoa reductions
- Clean-label appeal – no added allergens or artificial additives
- Made in the USA | Dairy-derived | Non-hygroscopic

Ready to optimize your formulations?
Visit us at proliantdairy.com

