

Product Characteristics

Composition

Yogurt

- >93.4% Skim Milk
- >6.2% Non Fat Dry Milk Solids
- >0.45% Starter Culture

Smoothie

- >30.3% Yogurt
- >61.0% Orange Juice
- >2.2% Soy Protein
- >6.5% Splenda

Product will be an orange yogurt smoothie powder, which will require only addition of water and ice to reconstitute into drinkable smoothie

Raw Ingredient Composition						
Ingredient	Water	Protein	Fat	Carb	Fiber	Ash
Skim Milk	0.904	0.035	0.002	0.050	0.000	0.008
Orange Juice	0.884	0.008	0.003	0.101	0	0.005
Soy	0	1	0	0	0	0
Splenda	0	0	0	0	0	0

Nutrition Facts

Serving Size 1 Packet (46g)
Serving Per Container 1

Amount Per Serving

Calories 113

Total Fat 1g

0% Sodium 0mg

Total Carbohydrate 17g

Dietary Fiber 0g

Sugars 0g

Protein 9g

46 grams makes about 8 fl. oz. of product



Marketing Analysis

- >2003 showed 36.6% increase in retail sales of drinkable yogurt products
- >Patent search revealed product uniqueness
- >Cultured dairy products expected to reach \$15.5 billion by 2009
- >Increased consumer awareness of health benefits
- >Increased demand for on-the-go foods, requiring only addition of water/ice

Target Production

Target Production/day	Run Time
Packets(Servings)/day	Shifts 2
Mass Dry Product (kg/day)*	Length (hr) 8
Mass Wet Product (kg/day)	

*Based on 2% Residual moisture

Component	Amount (kg/day)	kg/shift	kg/hr
Orange Juice	248,900	124,450	15,556.25
Yogurt	123,500	61,750	7,718.75
Splenda	26,620	13,310	1,663.75
Soy	8,874	4,437	554.63

Yogurt Components	Amount (kg/day)	kg/shift	kg/hr
Skim Milk	115,300	57,650	7,206.25
Non-fat Dry Milk	7,630	3,815	476.88
Culture	559.93	279.97	35.00

