



PRESS RELEASE
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FOR IMMEDIATE RELEASE

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Wisconsin Specialty Protein Launches “teraswhey™” Line of All Natural Products

REEDSBURG, Wis. – Just one year after breaking ground to build the nation’s first facility to process whey specifically from organic cow, goat and sheep cheese, Wisconsin Specialty Protein today launches a new line of whey protein products in flavors ranging from fair trade dark chocolate to yumberry, a fruit sourced from southeast Asia.

Made with all-natural ingredients, “teraswhey™” protein products are available in 12-ounce cans and single serve pouches and retail online at www.teraswhey.com for \$19.99 and \$1.99. The product can be added instantly to water or milk, shaken and easily drank right from a water bottle. “teraswhey™” includes only five ingredients, sourced from sustainable dairy farms and small local cheese plants in southwestern Wisconsin, and infused with “super fruit” flavors from ecosystems around the world.

“Because we’ve engineered our drinks to use all natural ingredients, this is a product that tastes amazingly good – smooth and fruity, with no chalky aftertaste,” said CEO Tera Johnson, founder of Wisconsin Specialty Protein. “These products are designed not only for professional athletes, but also for real people who are looking to enhance a healthy lifestyle with a high protein, low carb beverage made from completely traceable, sustainably produced, local whey. When I say I know where our whey comes from, I mean I know the cheesemakers, the farmers, and the communities.”

Each serving of “teraswhey™” contains 20 grams of protein and only 5 grams of carbohydrates from fruit and “low glycemic index stevia,” meaning a consumer’s blood sugar will not spike. The drinks are formulated using “super fruits” known for their extremely high antioxidants, and the best tasting vanilla and chocolate on the planet – the same varieties that French pastry chefs demand. Flavors now available in r-BGH free cow’s milk include:

- **Acaí** – a tropical fruit of Brazil
- **Wolfberry** – from the Tibetan Plateau
- **Yumberry** – sourced from Southeast Asia
- **Fair Trade Dark Chocolate** – from cacao beans in Brazil
- **Bourbon Vanilla** – sourced from islands in the Indian Ocean

The current line of products are derived from fresh, sweet, rBGH-free cheese whey using low temperature ultra-filtration and a gentle drying process. Additional flavors using organic whey protein concentrate will also soon be available. In addition, goat’s whey protein concentrate drinks should be online by year’s end, Johnson said.

Wisconsin Specialty Protein has been on a fast track since breaking ground in Reedsburg last July. The \$14 million, 20,000 sq. ft. facility currently employs a staff of 13. The unique facility is in the Leadership in Energy and Environmental Design (LEED) certification process and was constructed using recycled materials. The facility incorporates passive solar design elements, rain gardens, recycled water, and heat. It uses 40 percent less energy than a typical whey drying plant. The building’s only air emissions are steam. For more information, visit: www.teraswhey.com.

The Dairy Business Innovation Center offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit www.dbicusa.org or contact Jeanne Carpenter, 608-358-7837.