

For Immediate Release

A new dairy-free variety of FMR set to stir consumer's appetites

Brisbane-based specialist food and drink manufacturer Flavour Creations has expanded its Formulated Meal Replacement (FMR) range with the launch of FMR Apple Berry, a uniquely dairy-free thickened FMR drink.

Available in all three viscosities, the 190g thickened drink delivers the nutrition of one complete meal with 12g of protein, 26 vitamins and minerals and up to 207 kcal per serve.

The new thickened drink flavour was created to offer consumers an alternative to the milk-based meal replacement drink options – chocolate, vanilla, strawberry, banana and dairy flavours that dominate the FMR market.

Head of Marketing, Liam Murphy said that the new FMR solidifies Flavour Creations track record of delivering first-to-market innovative product solutions that improves lives.

"We've not only created a unique flavour variant in the Australian FMR market, we've ensured all of our customers can enjoy this exciting new offering," he said.

Free of allergens and lactose, FMR Apple Berry allows those with dairy and or soy intolerances more options to fortify their diet.

"Our FMR range is rapidly growing as our customers require functional beverages that fulfil more than one need at a time including increasing overall nutritional density. Our goal of maximising nutrition per mL is even more important if we are going to truly make a difference in our patient's lives," he added.

The development of FMR Apple Berry saw the company's award-winning R&D team experiment with hydrolysed collagen which allowed for the previously untapped fruity acidic FMR flavour to be explored.

The team's work was a natural progression following on from the development of the company's successful *Fruits with Attitude* fruit purees and high protein drink ranges *Recover* and *Pro Lemon Lime* which each use the same protein but are specially designed for a particular market.

Flavour Creations reputation for innovative will further evolve as the company is set to launch another market first, a 120g complete ready-to-eat savoury FMR meal option – Beef & Red Wine Casserole in the coming months.

FMR Apple Berry will be sold by Flavour Creations for a recommended retail price of \$2.99.

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Notes to Editors:

About Flavour Creations

Flavour Creations is a Brisbane-based specialist food and drink manufacturer that researches and develops innovative dysphagia and nutrition products intended to support a healthy lifestyle and improve the lives of thousands suffering from dysphagia. Flavour Creations products are sold throughout Australia and New Zealand and exported to Europe and Asia.

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