

FLAVOUR CREATIONS NEW INNOVATIONS

Flavour Creations is founded by CEO, and nationally recognised businesswoman, Bernadette Eriksen, whose passion for developing nutritional solutions for people living with Dysphagia (difficulty swallowing) has grown from one product into 10 brands and over 200 products for Dysphagia and other common medical conditions as well as everyday wellbeing over the past 26 years.

Some of their most renowned disruptive innovations include the patented Dysphagia Cup and Amylase Resistant Technology that supports a safer swallow for people living with Dysphagia as well as the AdVital complete nutrition range that packs 15g of protein and 27 vitamins & minerals into a single scoop of powder or snack.

SCREAMIES no-melt 'ice-cream', which launched in 2016, also captured significant attention for its ground-breaking shelf-stable, full flavoured, richly textured offering that provides a delicious alternative to traditional, temperature-sensitive ice-cream and makes SCREAMIES perfect for outdoor activities and sunny days.

These world-firsts are what has made Flavour Creations, and their family of brands, the nutrition solution of choice in aged-care homes, hospitals, pharmacies and in the broader community.

The new Beverage Canning Line denotes another significant step toward Flavour Creations mission to launch its breakthrough nutritional products on a global scale and demonstrates an important advancement in their contribution to a more holistically sustainable world.

Of the new Beverage Canning Line, Bernadette says, *"staying at the forefront of technology and innovation has always been essential to Flavour Creations. Ingenuity is what has been at the forefront of every one of Flavour Creations products, and our manufacturing process is no different."*

Their latest display of ingenuity, The ProKick Protein Drink, will see Flavour Creations cater to the modern wellbeing-driven Australian.

Bernadette says, *"We are excited to have a product in ProKick that has everyday nutritional appeal for those who are looking to live their best active life."*

ProKick is already in pre-order demand and is set to be an eye-catching addition to shelves with its distinctive, mini, lightweight aluminium cans that are completely converse to the large plastic bottles and milky formulas that people have come to expect from protein drink brands. ProKick Protein Drink contains 20g of protein, hydrolysed collagen, branch chain amino acids (BCAAs), and is dairy free with no added sugars. ProKick is available in three refreshing flavours Mango Passionfruit, Lemon Lime and Watermelon.

Flavour Creations, Senior Research and Development Officer Velimir Obradovic says, *"The main challenge in developing ProKick was putting 20g of high-quality protein into a small volume of liquid with a fresh fruity taste. We were determined to deliver a mini drink, that had a strong nutritional profile with BCAA, hydrolysed collagen and no added sugar which provided all the expected benefits of a high-protein drink for active living."*

The new Beverage Canning Line and the launch of ProKick are just the latest developments from a business that has been reinventing the nutritional wheel for over 26-years.

Flavour Creations is setting an example of what it means to enhance the quality of all human life with products that enrich the lives of millions of people who rely on them every day. They are now set to reach new heights as its products like ProKick Protein Drink begin to make waves in the broader health and wellbeing community.