



## Ohio State University wins new product competition

The American Dairy Science Association awarded Ohio State University first place in the 2014 New Product Competition. Their entry, the Trifle Au Lait, is a layered, portion-controlled snack or dessert aimed at baby boomers. The university was awarded an \$8,000 cash prize.

Each tier of the Trifle Au Lait offers dairy goodness. Whipping cream with whey protein isolate (WPI) and Greek yogurt form the top layer. Butter replaces oil in the cake batter in the next tier and uses WPI for stability and gives it a light, moist texture and flavor. The third tier is a pudding made up of "the perfect balance of milk and WPI" creating a "seamless gelatinous structure," according to the Innovation Center for U.S. Dairy's website. In berry and chocolate flavors, the winning entry is touted as a "perfect after-meal treat or midday snack."

Second place and \$5,000 went to North Carolina State University for Nostima, a sandwich spread. Third place and \$3,000 went to Iowa State University's Oodlebar, an ice cream novelty bar.

Students also had to incorporate product formulation with packaging, pricing and marketing to create a product that would create consumer interest. **PD**



Product photo by Hardy Castada and Rarithorn Thammakukrajang.

**Team members are:**

(Sitting left to right) Rarithorn Thammakukrajang, Hardy Castada and Anastasia Purgianto.  
 (Standing left to right) Elizabeth Green, Alex Milligan and Sara Burcham.

Photo by Kelly Elsar.