

## A First of Its Kind Pea Protein Milk Has Launched In Australia: Like Milk

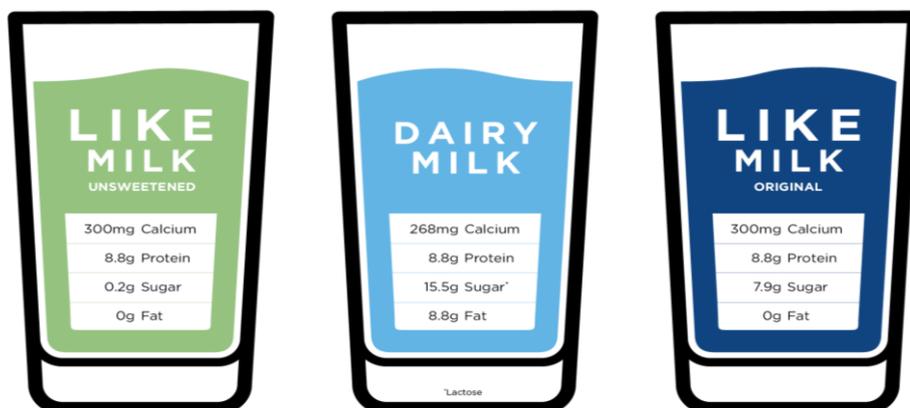
*Whether You Don't Like Milk, Or Milk Doesn't Like You, Like Milk is A Nutritious Plant Alternative*



[Freedom Foods Group](#) has launched a new plant-based beverage within its Australia's Own label - Like Milk. It's a nutritious plant milk, made from pea protein, which has been formulated with the same levels of calcium and protein as full cream dairy milk, but with zero fat and much lower levels of sugar.

Demand has grown in recent years for plant-based options in Australia. This is driven in part by an increase in reported lactose intolerance (dairy is now the most common type of food causing intolerance in Australia, at around 4.5% of the population<sup>1</sup>) but also due to consumers wanting to explore new options and include plant-based offerings in their diet.

**So, what does Like Milk look like, when compared to traditional full cream dairy milk?**



<sup>1</sup> <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%20Subject/4364.0.55.007~2011-12~Main%20Features~Food%20avoidance%20due%20to%20allergy,%20intolerance%20or%20ethical%20religious%20reasons~600>

**Based on one serve (250ml), Like Milk provides 8.8g of protein and 300mg calcium but with 0g fat and only 0.2g sugar (7.9g sugar in Like Milk original) compared to 15.5g in a serve of full cream dairy milk.**

Like Milk is the first plant-based beverage in Australia to be made using pea protein, which has been selected for its robust amino acid profile. Amino acids are the building blocks of proteins, which our bodies need for muscle development and wellbeing.

The nine essential amino acids present in Like Milk are important to eat because our bodies can't make them. They can all be found naturally in animal proteins and dairy but it's good to know that they're in Like Milk, too.

Along with calcium, Like Milk is also fortified with phosphorus, vitamins B<sub>2</sub>, B<sub>12</sub> and vitamin D, the same goodness found in dairy.

**Dr Sonja Kukuljan, Australia's Own Dietitian and food enthusiast, says** *"For those of us wishing to consume a healthy diet, mixing foods to get lots of different amino acids and the full complement of essential amino acids is a key consideration. In this way, Like Milk, with its mix of essential amino acids, vitamins and minerals, but without the lactose (sugar) and fat of full cream dairy, can help achieve a healthy diet."*

**Brand Ambassador for Freedom Foods, Jen Hawkins, is a big fan** *"I'm absolutely loving Australia's Own Like Milk (by Freedom Foods Group), it's a great alternative to dairy milk and has the same protein and calcium - plus its delicious!"*

The key difference between Like Milk and other plant milks is its high levels of protein, calcium, phosphorus and vitamins B<sub>2</sub>, B<sub>12</sub> and vitamin D all together in one place; along with zero fat and much lower levels of sugar compared to full cream and low fat dairy milk.

Like Milk is the ideal nutritional addition to anyone's diet, Whether You Don't Like Milk, Or Milk Doesn't Like You.

**If you would like to sample Australia's Own Like Milk range, please contact: Katy Moore, Polkadot Communications, 02 92814190 or [katy@polkadotcomms.com.au](mailto:katy@polkadotcomms.com.au)**

**Instagram: @aodrinks #LikeMilk**

**About Freedom Foods Group:**

Freedom Foods Group is a listed innovative FMCG company that has a mission of making food better. We make great tasting, high quality, healthy foods and beverages for Australia and overseas. For more information about Freedom Foods products, please visit: [www.ffgl.com.au](http://www.ffgl.com.au)