

**Leone**

*Protein Range*

Season 2026



# Why Protein

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HEALTH has been the buzzword of food industry in the last 10 years

Recently, so many **MICROTRENDS** have appeared, emerged and also waned that it's hard to keep a track of what's currently the hot (cool in terms of ice cream ;) ) thing on the market



**PROTEIN** trend and protein claims are the one thing within healthy trend that have consistently **PERSISTED** in the last 5-10 years and keep **GROWING**

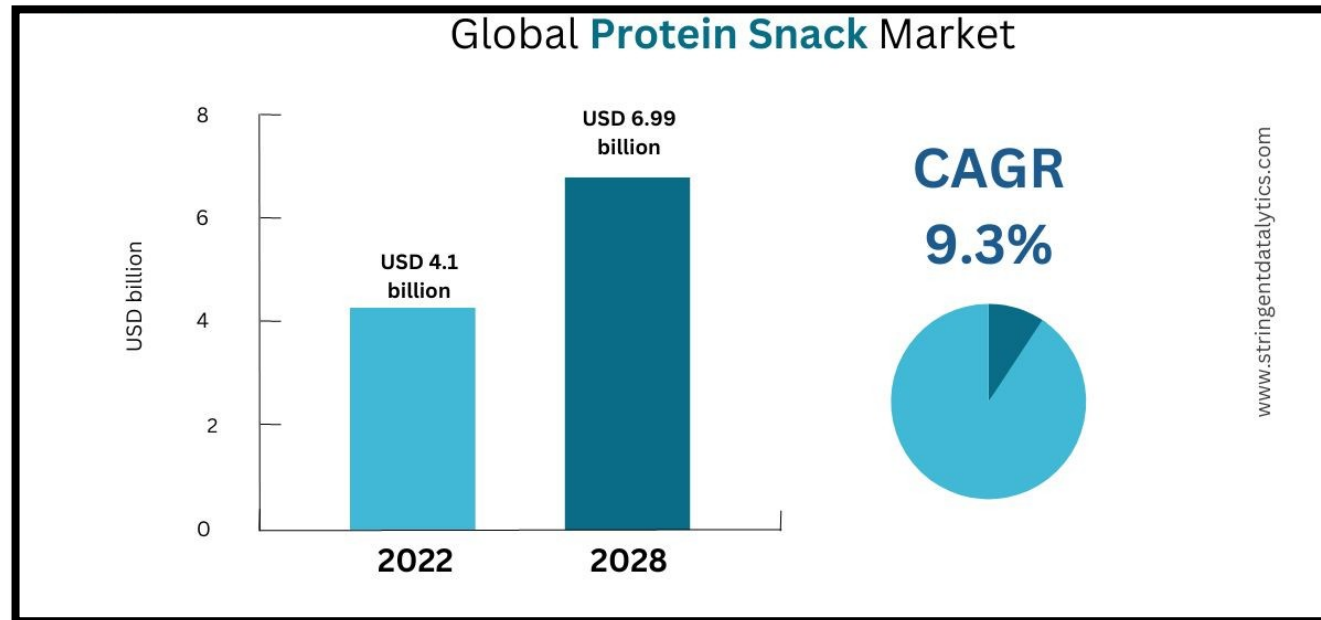


What this means for you is that you have a **GUARANTEED SUCCESS** when launching protein enhanced products as there's **NO RISK** whether consumers will get the trend or not (consumers, in particular the sporty ones, **ALWAYS** need protein)

# Why Protein



Protein Snack market growing faster than overall ice cream market (around 5%) – some of this growth will be translated into ice cream category, too



*High Protein Range*

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# Uncoated High Protein Sticks



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## Chocolate Fudge

3 x 90 ml / 60 g

Cocoa Ice Cream with Proteins and Chocolate Swirl



5g Protein / Stick  
104 kcal

## Salted Caramel

3 x 90 ml / 60 g

Salted Caramel Ice Cream with Proteins and Caramel Swirl



5g Protein / Stick  
87 kcal

## Cookies & Cream

3 x 90 ml / 60 g

Cookie Flavour Ice Cream with Proteins and Chocolate Swirl



5g Protein / Stick  
105 kcal

## Mint

3 x 90 ml / 60 g

Mint Ice Cream with Proteins and Chocolate Swirl



5g Protein / Stick  
89 kcal



# Coated High Protein Sticks

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## Protein Vanilla



**3 x 90 ml / 67 g**

Protein Vanilla Ice Cream  
coated with Milk Choc Coating  
with Proteins

**10g Protein / Stick**  
**187 kcal**

## Protein Almond



**3 x 90 ml / 68 g**

Protein Vanilla Ice Cream  
coated with Milk Choc Coating  
with Proteins and Almonds

**10g Protein / Stick**  
**187 kcal**

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# Protein Bars

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## Vanilla Caramel

3 x 73 ml / 56 g

Bourbon Vanilla Flavour Ice Cream with Proteins, No Sugar Caramel Sauce and Almonds, coated in Choco Coating with Proteins



## White Vanilla Salted Caramel

3 x 73 ml / 56 g

Bourbon Vanilla Flavour Ice Cream with Proteins, No Sugar Caramel Sauce, coated in White Choco Coating with Proteins



## Chocolate Peanut

3 x 73 ml / 56 g

Cocoa Flavour Ice Cream with Proteins, No Sugar Chocolate Sauce and Peanuts, coated in Choco Coating with Proteins



# Protein Tubs



## Salted Caramel

**480 ml / 270 g**

Salted Caramel Flavour Ice Cream  
with Salted Caramel Swirl

**292 kcal / 18.5g protein**



## Cookie Dough

**480 ml / 270 g**

Cookie Flavour Ice Cream with  
Cookie Dough and Chocolate  
Inclusions

**345 kcal / 20,38g protein**