

## Experience Canola Protein in Great-Tasting Products

A core foundation of Coalescence's mission is creating products that are healthy, yet delicious. We have been collaborating with the international company **DSM** to develop applications for their proprietary protein supplement that is a cost-effective alternative to whey and soy. The protein is from the canola plant. Yet, technology has unlocked additional nutrition from the canola in the form of a vegan, all-natural, and plant-based protein.

- Not yet commercially available, this innovative plant-based protein is a dairy-free, soy-free, gluten-free, and vegan supplement.
- An eight-ounce serving of the protein contains up to 15 grams of protein, and the powder can be formulated to be utilized across a multitude of innovations.
- With a clean flavor, the powder dissolves easily and delivers the benefits that protein offers in curbing hunger, supplying more energy, and supporting a healthy weight.

Launched at the international 2015 Arnold Fitness Expo in March, a 2-day event is dedicated in providing kids, families, and sports enthusiasts' immediate access to entertainment, sports, and information about healthy and active living. Consumers enjoyed sampling the Chocolate Flavored Canola Protein Shake, the Mango Smoothie, and the Soft Serve Chocolate Protein Ice Cream. Comments included:

"A great flavor. Most proteins have an after taste. This doesn't." Female, Age 36

"I could see this protein being used in any restaurant's shake to make it healthier." Male, Age 26

"Canola protein is a very attractive protein for me verses whey or soy" Female Age 40