



## Product Information and Specification Sheet

# GOATIES™ — Mini Milk Shakes

*A healthier alternative to common confectioneries.*

### General Information

Goaties™ are a new, healthier treat to eat. They are a unique dietary snack made with pure spray dried whole goat's milk powder. Goat's milk is known (and valued) as a very high quality food and nutrition source. From the beginning of history goats' milk has always been one of the best and most successful ways to raise babies when mother's milk was not available. Goat's milk is for many reasons more suited for human consumption than cow's milk. For example, goat's milk fat and protein structures differ significantly from that of cow's milk, providing greater ease of digestion and a low allergenic response. Mahatma Gandhi spent long periods of time living on little else, proof that it is a complete and healthy food. Goat's milk remains popular with millions of people around the world today. In western societies goat's milk is often considered as a gourmet food item.

Goaties™ are a yummy milk shake tasting treat that's great for all and fun to eat. Goaties™ are rich in goodness, contain vitamins and minerals, and provides an excellent source of energy. Naturally Goaties™ contain no artificial colours, flavours or preservatives.

Goaties™ are available in delicious chocolate and strawberry flavours. For everybody in the family, from children through to the elderly, Goaties™ offer a healthier alternative to many snack bars and confectionaries. Goaties™ are the ideal treat to eat at home, work, school or anytime.

### Product Specifications

#### **Whole goat's milk powder comprises of:**

- Protein
- Fats
- Lactose
- Minerals and Vitamins

**Keep within reach of  
children (and adults).**

#### **The protein:**

- Is very similar in composition to that of human milk.
- Is more easily digested than cow's milk protein.
- Causes allergic reactions in far fewer people as it is better digested.

#### **The fats:**

- Are homogenized, that is, dispersed in fine droplets through the milk. This prevents the separation of cream in goat's milk; enhances digestion; and protects the blood vessels from the atherogenic action of the enzyme Xanthine oxidase. This enzyme is liberated in the processing of cow's milk and may damage artery walls.
- Are mostly good fats, being mainly Medium-chain and Short-chain fatty acids.
- Medium-chain fats are not stored but rapidly burned for energy, while short-chain fats enhance liver function and promote healthy colon cells.

#### **The lactose:**

- Is a source of carbohydrate which is water soluble, easily digested and provides fuel for energy production (ATP).
- Is almost always tolerated by children, as they synthesize the Enzyme lactase to digest it.

NB: Lactose Intolerance: People who have sensitivity to cow's milk should not automatically equate this with lactose intolerance. In cow's milk there can be several possible contributing factors to an allergic response other than the lactose. However, some people who are lactase deficient may have a degree of sensitivity to goat's milk.

**Vitamins and minerals:**

- Every Goaties™ treat contains essential vitamins and minerals important for everyday health, vitality and well being.
- Goat's milk contains calcium, potassium, sodium, zinc, iron, vitamin A, vitamin B1 and vitamin B2, as well as other important nutrients, which are generally very well absorbed by the body.
- Goat's milk is higher than cow's milk in calcium, phosphorus and vitamin A.

**Glucose:**

- Goaties™ use glucose powder as a natural preservative and sweetener.
- Is classified as a monosaccharide or simple sugar and circulates once consumed in the body by way of the blood stream as a simple carbohydrate (blood sugar).
- Provides energy (ATP) to most of the body's cells and is the primary fuel for muscle and brain cells. Brain cells known as Neurons, however, cannot store glucose.
- Brain cells require twice the amount of fuel than that of other cells in the body. These important cells depend exclusively on a steady supply of glucose from the blood to function effectively.
- The American Diabetes Association (ADA) position on the glycemic index (GI) is that priority should be given to the amount rather than the source of carbohydrate.
- The total amount of carbohydrate found in each Goaties™ treat or pack is considerably less, in amount, than that of most snack foods and confectionaries.

**An Excellent Snack:**

- Goaties™ are a great, low fat, anytime dietary snack or treat.
- Goaties™ are real food.
- Goaties™ contain important everyday nutrients necessary for good health and vitality.
- Goaties™ can provide a naturally healthy sustaining snack that won't ruin your appetite.
- Compared to conventional snacks and sweets, Goaties™ is a much less processed product.
- Goat's milk is a complete and balanced whole food.

**The Ideal Treat:**

- Goaties™ contain no wheat, yeast, sucrose, gelatine, corn allergens, gluten, waxes, cooking oils and hydrogenated oils.
- Goaties™ contain no artificial colours, flavours or preservatives.
- Goaties™ are delicious, nutritious and are enjoyed by children (and adults) of all ages.

**Goaties™ are a great tasting healthy treat for all the family to enjoy and eat.**

Each Goaties™ treat contains: 225 mg whole goats milk powder.

Other ingredients: glucose powder, magnesium stearate, silica, natural colours and flavours.

Typical Analysis:	av. per treat	av. per pack	av. per 100
Energy (kj)	12.14	182.1	1710
Energy (cal)	2.90	43.5	409
Protein (g)	0.062	0.93	8.7
Fat - Total (g)	0.069	1.031	9.7
Carbohydrate (g)	0.509	7.635	71.7
Vitamin A (I.U.)	12.07	181.05	1700
Vitamin B1 (mcg)	0.78	11.7	110
Vitamin B2 (mcg)	8.52	127.8	12000
Iron (mcg)	2.13	31.95	300
Zinc (mg)	0.02	0.3	2.9
Sodium (mg)	0.59	8.85	83
Potassium (mg)	2.27	34.05	320
Calcium (mg)	1.99	29.85	280

**Currently available in  
chocolate and  
strawberry milkshake  
flavours.**

**MADE IN AUSTRALIA**

**1-2 servings per pack. Approximately 15 treats per pack. Net weight 10.5g/0.37oz per pack.**

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