

CALORIE LOADING

Calorie loading results from adding ingredients to improve a product's taste and functionality. These ingredients usually are carbohydrates and fats and may add undesirable calories to the product. In extreme cases, these ingredients could be so much in quantity that the benefits of soy get partially nullified. Fortunately, calorie loading can be easily calculated from the product nutrition label.

The approach for soymilk products is as follows:

Soymilk made from whole soybeans can be assumed to have approximately 10 calories for each gram of protein it contains. Now, multiply the Protein on the label by 4 (4 calories per gram), Fat by 9, and Carbohydrates by 4. Adding the numbers would give the Energy in KCal in the product, which should approximate that on the label.

Next perform the following simple calculation:

Calorie Loading in % = $100 \times (\text{Energy} - (\text{Protein} \times 10)) / (\text{Protein} \times 10)$

If the number is negative then some ingredients have been removed from the soymilk, such as when tofu is made some carbohydrates are drained in whey.

Example : Consider a soymilk product with the following main nutrients: Protein 6.4 g; Fat 2.8 g; Carbohydrates 16.9 g; Energy 118 KCal.

Calorie Loading = $100 \times (118 - 6.4 \times 10) / (6.4 \times 10) = 84\%$

The ProSoya Process™ that established Silk™, the best selling brand of soymilks in the USA, and SoNice™, the best selling brand of soybean milks in Canada, is used under an exclusive license in the manufacturing of Staeta soymilks with minimum calorie loading for a good tasting product. The process is at its best at large-scale installations, such as that used in making Staeta™ soymilks.
Please visit www.prosoya.com

Serving Size 200 ml	Original	Malt	Chocolate	Kesar-Pista	Natural
Energy (Kcal)	76	118	122	117	71
Protein (g)	6.3	6.4	6.4	6.3	7
Fat (g)	2.8	2.8	2.8	2.8	3.1
Carbohydrates (g)	6.3	16.9	17.8	16.6	3.8
Sodium (mg)	110	110	110	110	30
Potassium (mg)	224	227	225	224	248
Calcium (mg)	188	189	188	188	70

Fortified Nutrient Levels / % of Recommended Daily Allowance (RDA) as per ICMR values for Original, Malt, Chocolate and Kesar-Pista

Vitamin A	20
Vitamin C	5
Vitamin B1	7
Vitamin B2	20
Vitamin B3	8
Vitamin B6	5
Folic Acid	5
Vitamin B12	50
Calcium	30
Iron	4

Also fortified with Vitamin D - 140 iu; Pantothenate - 1.04 mg; Phosphorus - 56 mg; Zinc - 1.32 mg

Percent Calories From					
	Original	Malt	Chocolate	Kesar-Pista	Natural
Protein	34	22	21	22	40
Fat	33	21	21	21	39
Carbohydrates	33	57	58	57	21
Total	100	100	100	100	100

INGREDIENTS

NATURAL: Purified Water and Soybeans

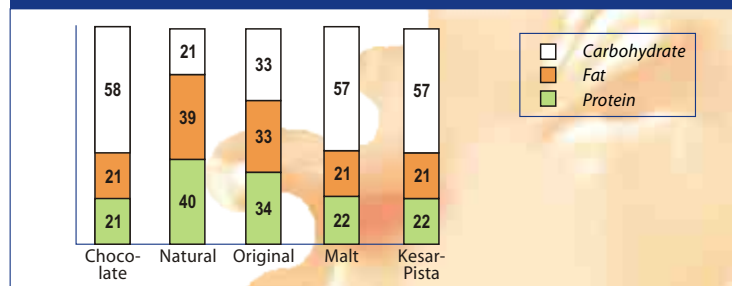
ORIGINAL: Purified Water, Soybeans, Sugar, Vitamins and Minerals, Salt. CONTAINS ADDED FLAVOUR AND PERMITTED STABILISER

MALT: Purified Water, Soybeans, Sugar, Malt Extract, Vitamins and Minerals, Salt. CONTAINS ADDED FLAVOUR AND PERMITTED STABILISER

CHOCOLATE: Purified Water, Soybeans, Sugar, Cocoa Powder, Vitamins and Minerals, Salt. CONTAINS ADDED FLAVOUR AND PERMITTED STABILISER

KESAR-PISTA: Purified Water, Soybeans, Sugar, Vitamins and Minerals, Salt. CONTAINS ADDED FLAVOURS, PERMITTED SYNTHETIC FOOD COLOUR AND STABILISER

Calories Source



Under USA License

Soy MILK

Serve Chilled or Piping Hot

Original
Natural
Malt
Chocolate
Kesar-Pista

CARBOWATCH

Cholesterol Free
Lactose Free





is made from naturally extracted soymilk from top quality whole soybeans. Staeta is thus a natural source of isoflavones and soy protein that is in balance with all the other nutrients nature has provided in the queen of all beans and pulses the soybean.

Staeta has no lactose and thus is an excellent alternative for those with lactose intolerance or dairy allergies. Only the finest ingredients are used in Staeta brand of soymilk products.

Staeta is cholesterol free and thus is great for heart patients who are advised to avoid eating dairy and meat products. US Food and Drug Administration allows a health claim on the products containing 6.25 grams of soy protein per serving "25 GRAMS OF SOY PROTEIN A DAY, AS PART OF A DIET LOW IN SATURATED FAT AND CHOLESTEROL, MAY REDUCE THE RISK OF HEART DISEASE".

Staeta is boon for those looking for high protein diet without high calories people concerned with their body weight, diabetics, athletes, growing children, etc. For additional nutrition, most Staeta soymilks are fortified with vitamins, calcium, and other minerals. All Staeta products with 20% or more calories from protein show CARBOWATH logo (www.carbowatch.com).

Soy in Staeta helps minimize menopausal symptoms in post-menstrual women.

Research studies have shown that the risk of many cancers is reduced as a result of soy consumption. The same is true for osteoporosis the degenerative bone disease that afflicts millions, especially women in old age.

Packaged by:
Godrej Industries Ltd.,
 Foods Division, Plot No. 5,
 New Industrial Area No. 1, Mandideep-462046, M.P.,
 for **ProSoya Foods (India) Pvt. Ltd.,**
 501-2 Churchgate Chambers,
 5 New Marine Lines, Mumbai 400 020.



Natural

Unformulated soymilk extracted from whole soybeans naturally without chemical treatment suitable for consumers who simply want an un-sweetened high soy protein beverage. Lowest in calories per gram of protein. Use it to make your own tofu, yogurt, puddings, cakes, etc.

Original

Slightly sweetened soymilk that is fortified with calcium, vitamins and minerals. Use it on cereal, make your own fruit smoothies, blend with juices, "thandai" and other syrups, and create your own recipes. You can also make soy paneer from it just as you make paneer from regular milk.

Malt

Fortified with calcium, vitamins and minerals, this is a malted and sweetened soymilk. Drink it cold or hot with or without adding cocoa/chocolate.

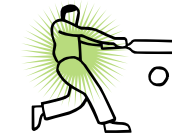
Chocolate

Sweetened soymilk with added cocoa, and fortified with calcium, vitamins and minerals

Kesar-Pista

Sweetened and delicately flavoured soymilk fortified with calcium, vitamins and minerals.

Staeta soymilk products are specially developed for the Indian palate using ProSoya Process™ without loading them with high calorie ingredients to mask the bad taste of soy resulting when soymilk is extracted using alternate processes.
 For details visit www.staeta.com



The nutritional virtues of soybean were intuitively realized in the Orient over 4000 years ago where it is used in multiple of staple foods. At the turn of the last century, the West realized these virtues of soybean but the taste of foods and beverages made from soybeans were unacceptable to the Western palate that grossly limited their food use.

Mahatma Gandhi introduced soybean use in India in 1935 in the form of cooked whole and split beans. However, because of the extensive cooking required to make them digestible, soybean did not enter the Indian diet at that time. More recently, soybean use is gaining acceptance in the form of textured vegetable protein (TVP), popularly sold as soy vadi and soy nuggets. These are made from the soybean meal (the residue left after the extraction of oil) that is normally used as animal feed (chicken, fish, cattle, etc.). Soy protein isolates and concentrates are also made from this meal. Since the oil extraction in modern plants involves the use of hexane (a carcinogen solvent), trace amount of hexane are likely to remain in the meal and enter the foods made from the soybean meal.

Soybean, in the form of soymilk was introduced in the West by John Kellogg, the founder of Kellogg breakfast cereals, who tried to popularize soymilk around 1930. However, only in the past ten years has the technology improved to the extent that soymilk has become acceptable by a significant population. Soymilk made from whole soybeans and the products derived from soymilk keep most of the soybean goodness.