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**PRESS RELEASE**

**Brazilian marathon champion becomes
newest ambassador for Lacprodan® HYDRO.365**

Another elite athlete has signed on as an ambassador for Lacprodan® HYDRO.365, the premium whey protein hydrolysate developed by Arla Foods Ingredients for sports nutrition products.

Adriano Bastos, 39, is a Brazilian marathon runner and triathlete with a long list of achievements to his name from 27 years in sport, 16 of them as a professional.

His accolades include winning the high-profile Walt Disney World® Marathon for seven consecutive years from 2003 and 2010 and then for an eighth time in 2013. His personal best for a marathon is 2 hours, 15 minutes and 39 seconds, which was set at the World Athletics Championships in Berlin in 2009.

Now an amateur triathlete and professional sports coach, Adriano will help Arla Foods Ingredients highlight the recovery benefits of Lacprodan® HYDRO.365 to sports nutrition users. He joins three other existing brand ambassadors: fellow Brazilian Marcio Villar, who is a leading ultramarathon runner; Danish CrossFit star Filip Yang Fisker; and triathlete Allan Steen Olesen, also Danish.

Adriano said: “When preparing for endurance events such as marathons and triathlons it’s not enough just to train hard. You also need to make sure your body gets the right fuel. I expose my body to a very intense level of exercise and whey protein hydrolysates are the ultimate ingredient to achieve faster and more effective recovery. I like to use Lacprodan® HYDRO.365 to prepare for my races and, in addition to its recovery and performance benefits, it is very easy to digest.”

Whey protein hydrolysates are premium proteins that have been finely chopped – or ‘pre-digested’ – so they are absorbed more quickly by the body than standard proteins. This ensures they get to work faster on helping the muscles recover after exercise, reducing recovery time between training sessions and events.

Levels of involvement in marathons and triathlons are growing significantly. In the US, for example, participation in triathlons increased from 1.87 million people in 2009 to 4.08 million in 2016[[1]](#footnote-1). Meanwhile, between 2009 and 2014, the number of people taking part in marathons rose by 13.25%[[2]](#footnote-2). A record-breaking 51,388 people finished the 2016 New York City Marathon, the world’s largest marathon event. A record 40,382 people ran in the 2017 London Marathon – 1,242 more than in 2016[[3]](#footnote-3).

Troels Laursen, Director of Health & Performance Nutrition at Arla Foods Ingredients, said: “We firmly believe that hydrolysates are a key ingredient for helping endurance athletes to reach peak performance and we are delighted to welcome Adriano to our team of Lacprodan®

HYDRO.365 brand ambassadors. All four of them are elite athletes and take great care to optimise their diets with the best nutrition. They have all integrated Lacprodan® HYDRO.365 into their training regimes and have reported a significant positive difference to their performance and muscle recovery as a result.”

**ENDS**

1. *Source: Statista.com “Participants in triathlons in the US since 2006* [*https://www.statista.com/statistics/191339/participants-in-triathlons-in-the-us-since-2006/*](https://www.statista.com/statistics/191339/participants-in-triathlons-in-the-us-since-2006/) [↑](#footnote-ref-1)
2. *https://runrepeat.com/research-marathon-performance-across-nations* [↑](#footnote-ref-2)
3. *http://metro.co.uk/2017/04/23/how-many-people-run-the-london-marathon-and-what-is-the-prize-money-6592503/* [↑](#footnote-ref-3)