

New BIG PRO product offers the benefits of creatine along with the high protein content

Osuuskunta Maitomaa's own protein drink, BIG PRO, is expanding its range with an unsweetened chocolate-flavoured drink with added creatine. The new drink contains a total of 3 grams of creatine per carton. Creatine has been shown to improve physical performance in consecutive short-duration, high-intensity exercises. The beneficial effect is obtained with a daily intake of 3 grams of creatine.

With this new addition, BIG PRO's product line now includes a product that offers not only a high protein content but also other added benefits. The chocolate + creatine drink meets the growing demand for creatine – a supplement that has gained popularity especially among physically active people – while also offering BIG PRO's established customer base a new way to use the product. A single carton of this milk-based protein drink provides a 3-gram dose of creatine. The product is aimed at adults to support their workouts, as part of a balanced diet.



BIG PRO protein drinks were launched in spring 2024, when chocolate, strawberry, vanilla and banana-flavoured drinks hit the shelves. Since then, the flavour range has been expanded to include banana-chocolate, salted caramel with no added sugar and now chocolate + creatine with no added sugar.

BIG PRO products are made from Welfare Quality-certified milk from Maitomaa dairy farms located in Savo, North Karelia and Central Finland.

For more information:

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Come meet us at PLMA 2026 in the European Hall, stand 5.U05!

Maitomaa is a 110-year-old dairy, operating in Suonenjoki, that processes milk into cottage cheese, butter, liquid milk, yogurt and UHT products. Maitomaa's brands include the Vapaa dairy product family and BIG PRO protein drinks. Our strength is sustainability: the dairy was the first in Finland to print the carbon footprint of its milk production down to the milk carton. All Maitomaa's farms have the Welfare Quality® label, which indicates regular monitoring of the welfare of cows. The milk used to make Vapaa products comes from farms that have received the highest or second highest rating in the WQ audit.