



mulu

MULU HIGH-PROTEIN COTTAGE CHEESE MEDIA FACT SHEET

THE PRODUCT

MULU™ is a new national cottage cheese brand formulated for consumers seeking high-protein whole food. It represents the next generation of cottage cheese with 18 grams of complete protein per half-cup serving – 33% more than the leading cottage cheese brand – MULU enters the market as the highest-protein cottage cheese available nationally.

Available at Walmart in 16-oz cartons, 2% low-fat and whole milk varieties, SRP: \$4.26.

THE SCIENCE

Regular cottage cheese is almost entirely casein – one protein, one speed. MULU’s unique two-layer formulation changes that:

WHEY:

Delivers amino acids typically within 1 hour for more immediate muscle repair.

CASEIN:

Releases amino acids steadily for up to 7 hours for sustained recovery and satiety.

Together, whey and casein cover the full recovery window – a dual-action fast and slow system no other national cottage cheese brand offers.

KEY NUMBERS

18^g

COMPLETE PROTEIN
PER ½ CUP SERVING

<1^g

TOTAL SUGARS
PER SERVING

ALL 9

ESSENTIAL AMINO ACIDS
FOR COMPLETE PROTEIN

100

CALORIES FOR LOW-FAT (2%) AND
120 CALORIES FOR WHOLE (4%)

LIVE & ACTIVE
CULTURES

FOR GUT HEALTH

RICH, CREAMY
TEXTURE

WITH NO ARTIFICIAL FLAVORS
OR CHALKY AFTERTASTE

HOW MULU COMPARES

	mulu	REGULAR COTTAGE CHEESE
PROTEIN PER SERVING	18 ^g	12-13 ^g
PROTEIN TYPE	WHEY + CASEIN	PRIMARILY CASEIN
CALORIES FROM PROTEIN	60-72%*	~55%
PROTEIN DENSITY (GRAMS/SERVING)	15.9%	~11-12%
CALORIES PER GRAM OF PROTEIN	5.6 - 6.7*	~8-9
TOTAL SUGARS	<1 ^g	~3-4 ^g

Competitor values are category averages. MULU is the only national cottage cheese brand with a dual whey + casein formulation and is higher in protein density compared to regular cottage cheese and high-protein yogurt.

* Based on variety

EXPERT VOICE

“THE COMBINATION OF WHEY AND CASEIN OFFERS IMMEDIATE AMINO ACID AVAILABILITY ALONG WITH LONGER-LASTING PROTEIN DELIVERY. MULU DELIVERS THAT BALANCE NATURALLY THROUGH REAL DAIRY –PURPOSE-BUILT FOR PERFORMANCE, RECOVERY, SATIETY, AND SUSTAINED ENERGY.”

– Chris Mohr, PhD, RD,
exercise physiologist and performance nutrition expert

ABOUT MULU

MULU is a farmer-owned brand of Dairy Farmers of America (DFA), a leading global dairy cooperative owned by 9,500 family dairy farmers. For nutrition information and a store locator, visit MULUprotein.com.

MEDIA CONTACT

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