Keep it great!
with bioprotection

Keep it special
every time
Bioprotection is a natural way to inhibit spoilage and protect against harmful contamination in food.

Bioprotection is the art of using microbial food cultures to inhibit unwanted contaminants – preventing food spoilage enhancing food safety.

This not only helps you keep your products fresh and safe, it also helps you to build and protect your brand!

The natural way to keep it great!

- **Keep** up with market trends
  Bioprotection can add to the appeal of your product and help you meet the growing demand for natural, healthier products without artificial preservatives.

- **Keep** your brand strong
  Use bioprotection to protect reputation, investment and growth. It will help you keep existing customers loyal and win over new ones.

- **Keep** waste down
  Food Waste is an economic and environmental burden. Protect your effort and investment while reducing your carbon footprint. Use bioprotection to keep products naturally fresh and safe throughout shelf life.

- **Keep** it safe
  Your product may be superior to competitors’, but the risk is just the same. Improve safety and product reputation with bioprotective food cultures.

Chr. Hansen Bioprotection can **keep it great** for fresh dairy, cheese, meat and wine.

**BioSafe®**
helps to deliver a consistent cheese quality, while meeting a growing demand for natural products and ensuring maximum whey value.

**FreshQ®**
helps prevent spoilage, extend shelf life and protect the goodness of your fresh dairy and cheese products.

**Viniflora®**
helps prevent growth of undesirable flora and protects the authenticity of your wine.

**SafePro®**
helps improve product quality and food safety of meat, salmon and salads.