



White Cheese

Consistently meeting quality expectations

Traditional markets

White Cheese represents 12% of the global cheese market and is estimated to grow by 3% per year. White Cheese is traditionally produced and consumed in Greece, the Middle East and Balkans, but new consumption markets are also emerging.

For centuries, White Cheese has been an essential part of every meal in the traditional consumption markets. Each has developed its own specialties which, generally, are intense in flavor and firm in texture.

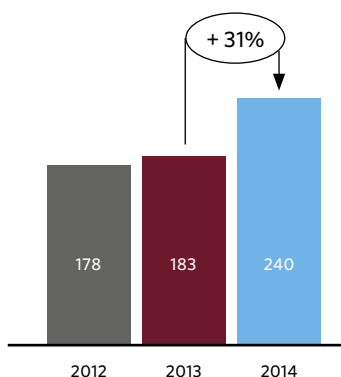
The most well-known White Cheese from the traditional consumption markets is Greek Feta. In 2002, Greece was granted a Protected Designation of Origin (PDO) of their recipe for Feta in the EU. A recipe which has gained worldwide reputation.

Gaining shelf space across the globe

The new consumption markets in Europe, North America and Australia are driven by the younger generation, food connoisseurs and health conscious consumers. These consumers are looking for less intense flavors and, depending on region, creamy or crumbly texture. They perceive White Cheese as healthier than other cheeses and use it as a central part of a salad or as an ingredient that brings a new edge in cooking.

The increased global market penetration and demand offers producers an opportunity to develop new products. Critical to meeting this demand is the production of a consistent product quality.

Chr. Hansen's DVS® White Cheese solutions enable producers to consistently meet quality expectations and reach optimum growth opportunities.



Global product launches

The number of new products launched globally increased by 31% from 2013 to 2014.

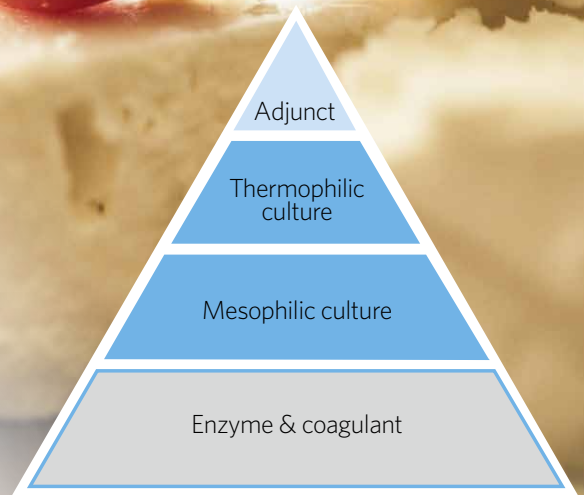
North America experienced a 94% growth rate for product launches in this period; a market which is yet perceived to be unsaturated. The second highest growth of product launches was in Europe, experiencing 22% growth from 2013 to 2014.

Consistently meeting quality expectations with Chr. Hansen DVS® White Cheese solutions

Foundation of White Cheese production

The increased penetration and growth in the global market offer producers opportunities to export and expand locally. However, competition also intensifies and consumer expectations for consistent product of high quality are increasing.

The production process and ingredients of a cheese provide the foundation to produce a consistent product quality at every batch. Chr. Hansen recommends a combination of coagulant, DVS® starter culture and, when appropriate, adjunct cultures to reduce bitter peptide formation or potential growth of yeast and mold. This is offered through Chr. Hansen's DVS® White Cheese solutions.



DVS® White Cheese solutions

Chr. Hansen's DVS® White Cheese solutions consist of three product portfolios; DVS® WhiteDaily™, DVS® WhiteClassic™ and DVS® WhiteStamp™. Each portfolio represent a range of products that has specific features for different White Cheese types. All with the aim to consistently meet the cheesemakers' and consumers' quality expectations.



DVS® WhiteDaily™

The WhiteDaily™ range encourages daily consumption of White Cheese.

The WhiteDaily™ ranges are combinations of thermophilic and mesophilic cultures that deliver a variety of flavor and texture characteristics to match local needs. WhiteDaily™ can be applied in normal or Ultra filtrated (UF) White Cheese types.



DVS® WhiteClassic™

The WhiteClassic™ range produces the perfect Feta or White Cheese with similar characteristics to Feta (Non-PDO Feta).

WhiteClassic™ is based on a unique thermophilic culture combination that produces a creamy texture with a silky surface and balanced round flavors.



DVS® WhiteStamp™

The WhiteStamp™ range delivers a unique stamp to your cheese.

WhiteStamp™ gives the cheesemaker flexibility to create a unique recipe as this culture must be combined with other Chr. Hansen starter cultures.

140 years of experience

Since 1874, Chr. Hansen has helped dairies throughout the world to produce high quality cheese products.

Today, Chr. Hansen is the preferred supplier of cheese cultures and enzymes for the international dairy industry.

For further information, visit www.chr-hansen.com

Chr. Hansen A/S -10-12 Boege Allé
DK-2970 Hoersholm, Denmark
Phone: +45 45 74 74 74