



improve
texture



save
money

GOOD NEWS FOR YOUR BOTTOM LINE

New money-saving solutions in processed cheese

If you manufacture processed or analogue cheese products, you'll want to see the latest research from Ingression Idea Labs™ innovation centers. We tested breaded cheese sticks—both cost-optimized prototypes and commercial products—and mapped their textural characteristics. The results reveal smart ways you can save money while maintaining or enhancing product quality and functionality. Take a look at the highlights here and contact your Ingression representative for all the details.

CAPITALIZE ON THE TRENDS IN PROCESSED CHEESE

The market for PROCESSED and ANALOGUE CHEESES continues to grow

Fast food habits:

55% of the top 20 fast food restaurants in the U.S. serve pizzas or hamburgers with cheese as one of the main ingredients¹



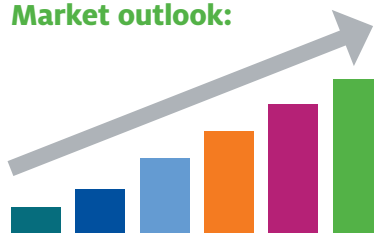
Cheese exports:

190%

increase in U.S. cheese exports over last 5 years. Asia and the Middle East are the main market destinations²

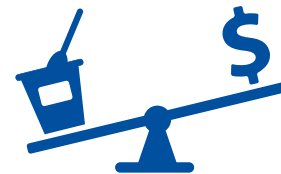


Market outlook:



New opportunities are arising with cheese, but successful new products **must meet the market demands on cost, functionality, appearance and label restrictions**³

Cost optimization:



The price volatility of dairy ingredients can make it hard to profit from emerging opportunities in processed cheese.

What if you could replace dairy ingredients while maintaining quality and appeal?

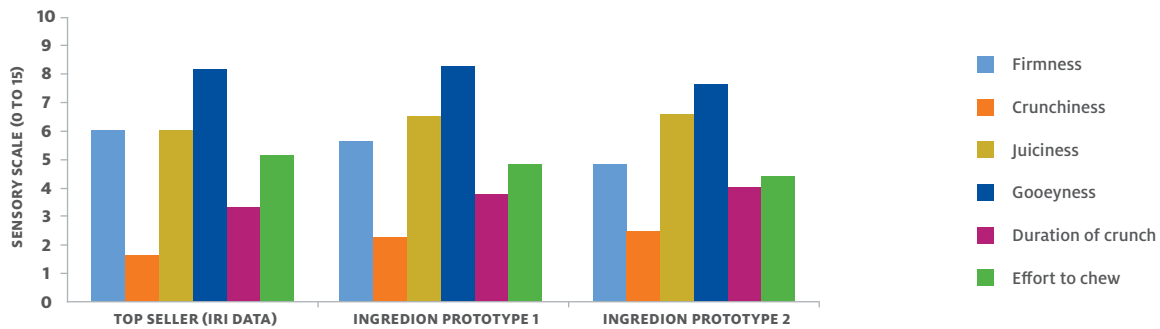
SEE HOW YOU CAN INNOVATE IN A CROWDED CATEGORY—WITH EXCITING RESULTS



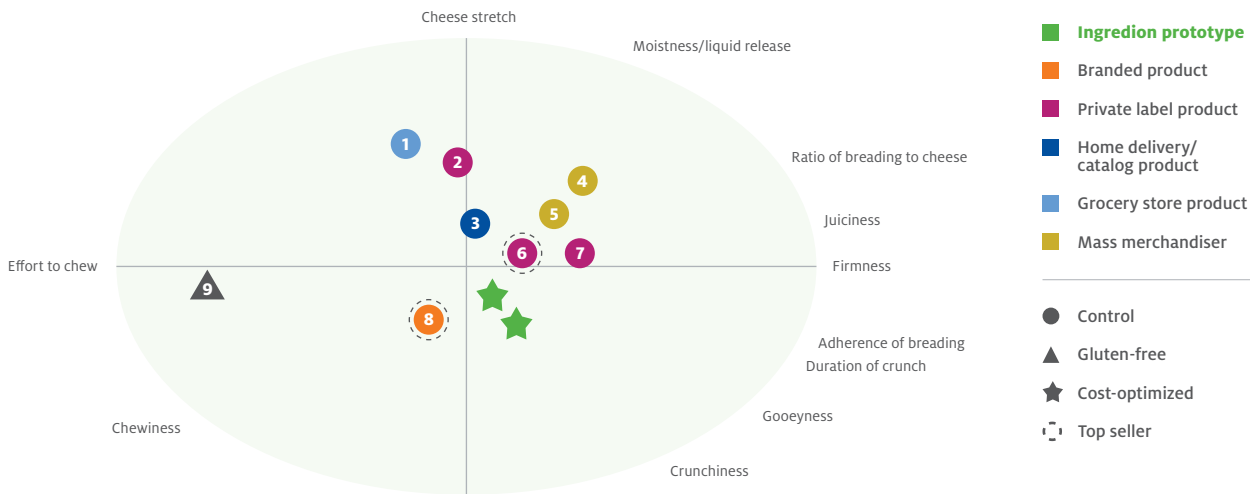
Introducing tasty cheese sticks that wow kids—and save you money

Ingredion formulated two prototypes of breaded fried cheese sticks with reduced casein using **PRECISA® 600 series starch** developed through our proprietary **DIAL-IN® Technology**. We tested these prototypes against nine commercial frozen cheese sticks with groups of children and our trained sensory panel.

Cost-optimized prototypes mimic the best-seller ...



... and map well in the category.



Notice the position of our cost-optimized prototypes (green stars) on the texture map above. Their ratings are extremely close to the commercial products, unlike the gluten-free product, shown in the triangle.

NOW SEE HOW YOUR PRODUCT CAN **SELL MORE AND SAVE MORE.**

Talk to us about your next **cheese innovation challenge.**

United States: 1-866-961-6285 | Canada: 1-866-422-7201
ingredion.us/savemoney

1. NRA, 2012
 2. Dairy Facts, IDFA – Ingredion analysis, 2014
 3. Ingredion direct customers interviews, 2014

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