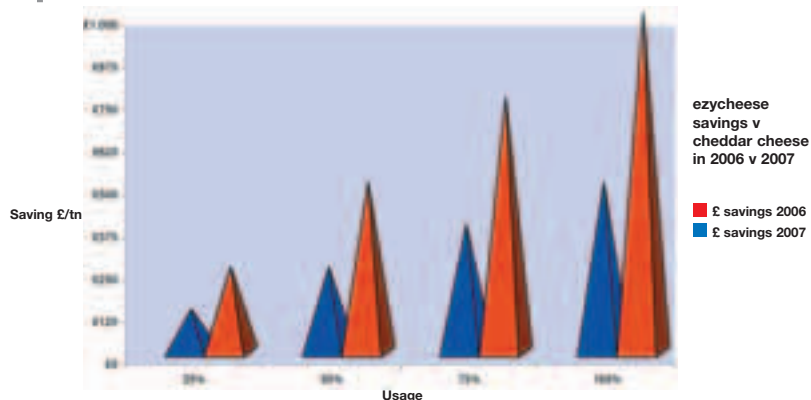


Welcome to **ezynews** the latest newsletter from Dairygold Foods Ingredients UK, to update you on our latest innovations in **ezycheese**. If you'd like to know more about any of the features please get in touch with our Brand Manager Claire Burt on 07734 868 862 email:cburt@dairygold.co.uk

Dairy market price increases

In recent months the dairy markets have seen unprecedented price increases driven by a number of global factors. With this movement, a possible shortage of cheese in 2008 could see further increases due to lack of availability. **ezycheese**, the natural cheese ingredient, now approved by all major retailers and delivering across many product categories, could help mitigate some of these increases with potential savings in excess of £750 / tn.



ezycheese
the natural cheese ingredient

ezycheese in application heat stable ezycheese

With the success of our standard ezycheese in applications such as ready meals, quiches and sauces Dairygold has been understanding how ezycheese performs in other process environments such as high heat treatment and canning. "In such processes we found we needed to make the product more robust to cope with the high temperature and extended cooking times. Through extensive development we assessed ezycheese in applications, and we were then able to produce a product which delivers the same cheese characteristics as the standard ezycheese" commented Brand Manager Claire Burt.



ezycheese – a star product

A recent survey in The Grocer magazine, listed which newly launched products have been the most successful. Products were judged on a scale of one to five based on their sales performance and impact in the market since launch. Using the same assessment criteria, if we compare ezycheese Total Sale Value for six months it would have received four stars and would have placed it in the top ten product launches this year.



even more experience and expertise

Over recent months, we've also been exploring the applications for our new ezycheese variations, ezycheese-blue, ezycheese-italian and ezycheese-swiss. John Ellis, Process Technologist, has been busy developing concepts for sandwich fillers; "we tried ezycheese-blue as an alternative to mayonnaise and mixed it with a crumbed blue cheese - it delivered a really creamy blue cheese flavour and at 8% is a healthier option. The ezycheese-italian is also really good in a Caesar type dressing and filler. It can be used to replace Parmesan and mixes in really easily with mayonnaise."

export opportunity

John Ellis recently returned to Spain to work with a quiche manufacture who is valued customer of Dairygold.

John worked with them earlier in the year to explore the benefits of ezycheese and also other product quality and manufacturing process improvements.

During the trial it turned out that one of our continental style cheeses delivered the best flavour and solution for the customer. If you would like to benefit from having John work with you on site, in your manufacturing environment, to help you realise the benefits that ezycheese can bring you, then please contact our Brand Manager, Claire Burt.

**TECHNICAL
EZYCHEESE HARA CODE:
07-073SOFT CHEESE**

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