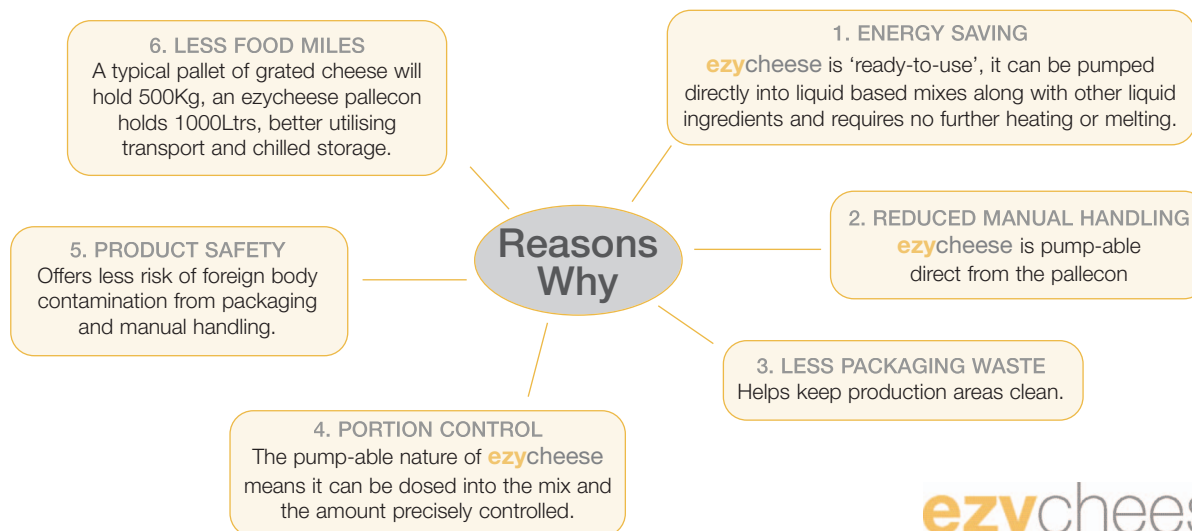


Welcome to **ezynews** the latest newsletter from Dairygold Foods Ingredients UK, to update you on our latest innovations in **ezycheese**. If you'd like to know more about any of the features please get in touch with our NPD Manager Claire Burt on 07734 868 862 cburt@dairygold.co.uk.

Improve your finished product quality

ezycheese, successfully launched by Dairygold in 2006, has over the past 18 months achieved sales of over 2000tns. **ezycheese** is supplied and approved into most leading food manufacturers and major UK retailers. Success has been achieved by excellent consistency, quality, functionality and value.



ezycheese moves into foodservice

A back of house solution for the true chef, **ezycheese** is a versatile soft cheese offering for the Foodservice market.

It can be used in a whole host of products such as:

- Sandwich fillings as a flavoursome healthier alternative to mayonnaise
- Pasta dishes as a replacement or in addition to grated cheese to deliver a cost effective Italian flavour hit

Ongoing packaging investment at Dan Dairies will make the product available in more suitable formats for Foodservice. We are developing a new bag in box format which will range from 1Kg to 10Kg.

COMING NEXT ISSUE – FIND OUT ABOUT MORE NEW DEVELOPMENTS IN OUR EZYCHEESE RANGE...



Helping to raise the profile and provenance ...

With the growing consumer interest in provenance, retailers are listing cheeses from local farmhouse manufacturers as ingredients in their ready meals, sandwiches, savouries etc. Cheeses such as these add consumer appeal to a product but they also come at a premium, **ezycheese** is being used in combination with premium provenance cheeses to help keep costs neutral. It allows manufacturers to improve a product appeal without the cost disadvantage.

Continuing the added value theme **ezycheese** alternatives to Swiss, Italian and blue cheeses have also been developed.

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