

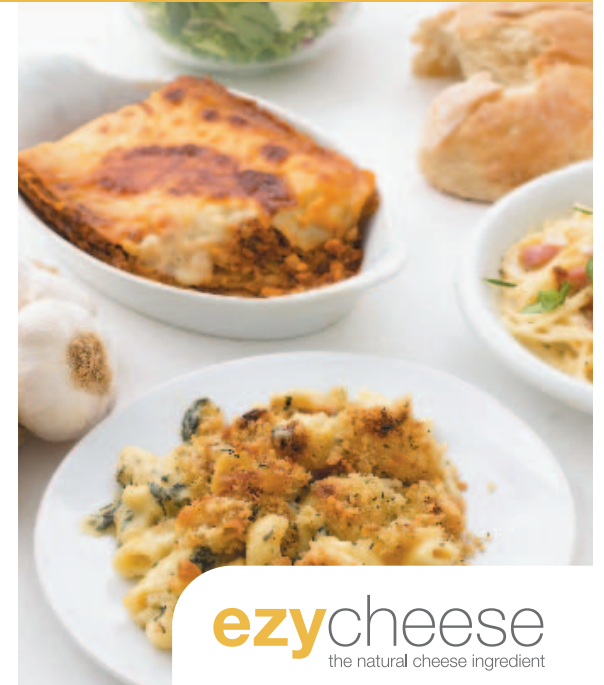
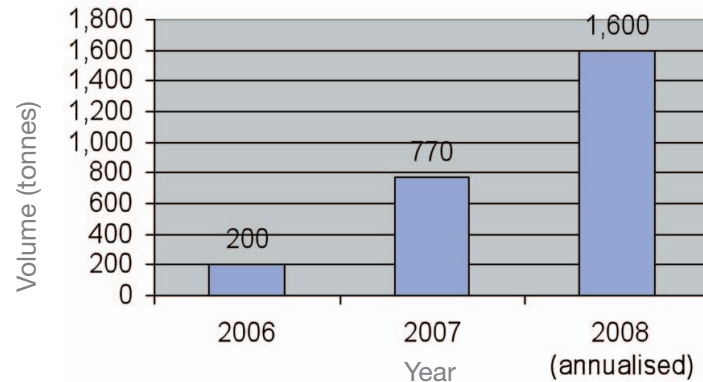
Welcome to **ezynews** the latest newsletter from Dairygold Food Ingredients UK, to update you on our latest innovations in **ezycheese**.

Quality Product

Since **ezycheese** launched in the autumn of 2006 it has been increasingly obvious that **ezycheese** was more than just a cost effective alternative to grated cheese. Numerous customers are now benefiting from an ingredient which has still not yet received a single quality complaint and we are proud to have a reputation for manufacturing an ingredient which is highly consistent, week to week. Consumers are benefiting too as **ezycheese** naturally lowers the risk of foreign body contaminations with its valve liner rather than cutter pusher liner, and having no bags to cut open (or as often happens rip open). **ezycheese** is also good for our consumers with much improvement in nutritional levels over grated cheddar, many manufacturers have now been able to take advantage of reduced total fat, reduced saturated fat and reduced salt levels to turn traffic light or GDA information from red to amber, or amber to green.

Sales Growth

As you can see, volumes of **ezycheese** are growing significantly year on year. This is due to development and marketing activities to further progress **ezycheese** into the market.



ezycheese
the natural cheese ingredient

3% ezycheese

Dan Dairies have been experts in producing a range of award winning reduced fat soft cheeses from a reduced fat 5% soft cheese to a medium fat 12% soft cheese since 1992. Since then with Dairygold, they've developed a 3% fat **ezycheese** which has also proved just as successful. 3% **ezycheese** launched in 2007 into a number of retailer's 'reduced fat' quiches and later in the year into sandwich filler with one major retailer. It proved the solution to the age old problem - achieving reduced fat, great tasting sandwich filler. The **ezycheese** was used as an alternative to mayonnaise and helped the product meet the strict nutritional guidelines set by the retailers' for their 'healthy option.' 3% **ezycheese** is currently being used as a replacement to 3% hard cheese in sauces for ready meals and quiche. It also has the benefit of reduced packaging and being pump-able which means it doesn't have to be melted and makes a perfectly smooth sauce.

Tricolour sandwich filler

Typical Recipe

Medium Fat Soft Cheese	37.7%	100.0g
Sun Dried Tomato	17.0%	45.0g
Basil	1.9%	5.0g
Mozzarella	34.0%	90.0g
Ezycheese Italian	9.4%	25.0g
<i>Total</i>	<i>100%</i>	<i>265g</i>

16% ezycheese

Following the success of the current **ezycheese** range in applications such as pie, pastie fillings, ready meals, quiches and sauces, in answer to customers development needs, we are pleased to announce the successful launch of 16% **ezycheese**.

In developing 16% **ezycheese** we concentrated on customer feedback to create the product we have today. We are pleased to have met our development targets of reducing acidity, improving flavour delivery, whilst still keeping the product pump-able and lower in fat vs traditional cheddar cheese.

ezycheese boost for Dairygold UK

Barry Wilson's Dairy Industry Newsletter interviewed Jerry Henchy, CEO of Ireland's Dairygold co-op, where he made special mention of "a pump-able cheese ingredient which manufacturers love" (see sales growth) and was created at Dan Dairies R&D facility in Leeds. Dairygold Food Ingredients set out to develop a natural liquid cheese ingredient for ease of use by food manufacturers, now branded as 'ezycheese', Dairygold acquired Dan Dairies in 2006.



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