



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 Ingredient 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 Ingredient 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 ingredients<sup>1</sup>



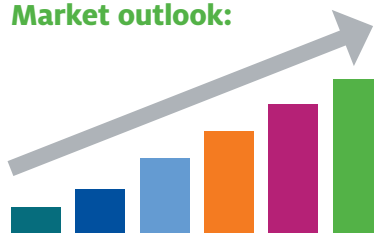
### Cheese exports:

# 190%

increase in U.S. cheese exports over last 5 years. Asia and the Middle East are the main market destinations<sup>2</sup>

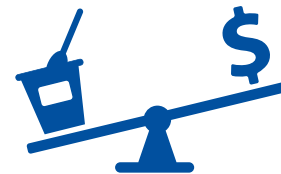


### Market outlook:



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

### 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?

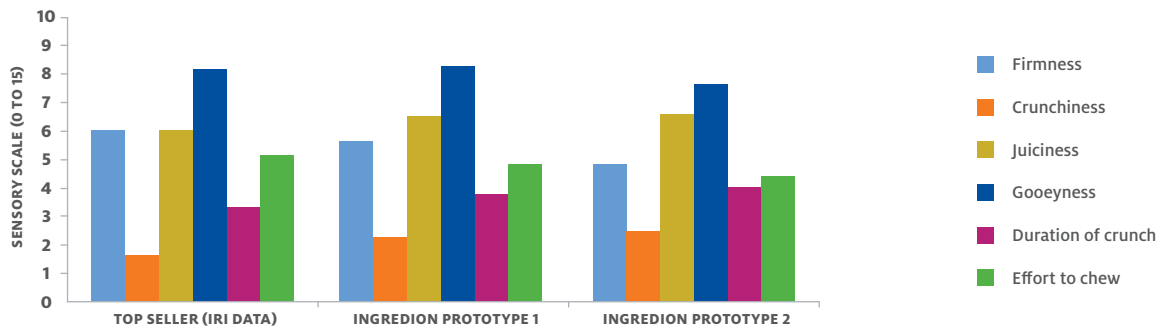
SEE HOW YOU CAN INNOVATE IN A CROWDED CATEGORY—WITH EXCITING RESULTS



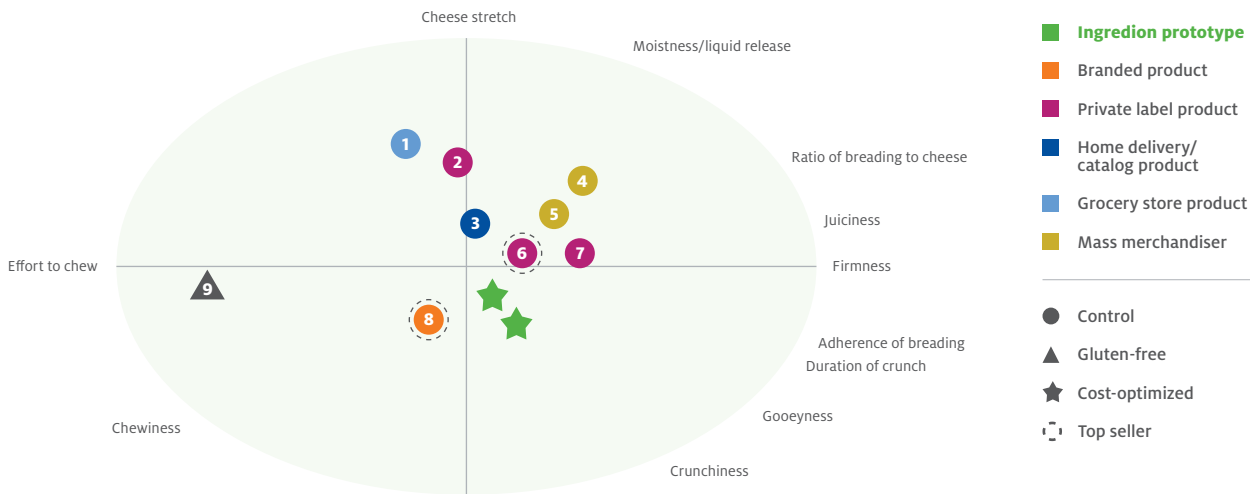
# Introducing tasty cheese sticks that wow kids—and save you money

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](http://ingredion.us/savemoney)

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

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**Ingredion Incorporated**  
 5 Westbrook Corporate Center  
 Westchester, IL 60154