



Keep it great!

with bioprotection

**Keep it special
every time**

CHR HANSEN

Improving food & health

Keep it great!

Bioprotection using nature's own resources to keep food fresh and safe



Bioprotection is a natural way to inhibit spoilage and protect against harmful contamination in food.



Bioprotection is the art of using microbial food cultures to inhibit unwanted contaminants – preventing food spoilage enhancing food safety.



This not only helps you keep your products fresh and safe, it also helps you to build and protect your brand!



The natural way to keep it great!

► **Keep** up with market trends

Bioprotection can add to the appeal of your product and help you meet the growing demand for natural, healthier products without artificial preservatives.

► **Keep** waste down

Food Waste is an economic and environmental burden. Protect your effort and investment while reducing your carbon footprint. Use bioprotection to keep products naturally fresh and safe throughout shelf life.

► **Keep** your brand strong

Use bioprotection to protect reputation, investment and growth. It will help you keep existing customers loyal and win over new ones.

► **Keep** it safe

Your product may be superior to competitors', but the risk is just the same. Improve safety and product reputation with bioprotective food cultures.

Chr. Hansen
Bioprotection can
keep it great
for fresh dairy,
cheese, meat
and wine.

FreshQ®

helps prevent spoilage, extend shelf life and protect the goodness of your fresh dairy and cheese products.

SafePro®

helps improve product quality and food safety of meat, salmon and salads.

BioSafe®

helps to deliver a consistent cheese quality, while meeting a growing demand for natural products and ensuring maximum whey value.

Viniflora®

helps prevent growth of undesirable flora and protects the authenticity of your wine.