# Keep it great!

with FreshQ®

Make sure it stays the way you made it

and a star

1 May

yogurt



# Keep it great!

**FreshQ**<sup>®</sup> bioprotective cultures are natural food cultures selected especially to protect dairy products.



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!

# Keep it great! - keep your brand strong with FreshQ<sup>®</sup>

#### Go natural

If you improve quality and consistency the natural way, you can keep up with market demand for healthier products without chemical preservatives.

#### Take control

While it takes time and diligence to build a strong brand, everything can be compromised in one moment. Take control of your yeast and mold risk.

## FreshQ<sup>®</sup> inhibits yeast and mold

#### Stay fresh

A lot can happen after your product leaves the dairy. Use FreshQ<sup>®</sup> bioprotective cultures to help make sure it stays the way you made it throughout shelf life.

#### Extend shelf life

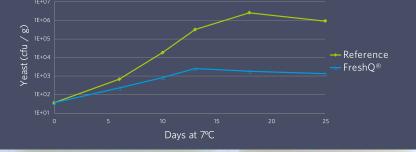
FreshQ<sup>®</sup> can help to extend shelf life without adding unwanted artificial preservatives. Become the preferred partner to your retailers.



### Yogurt made with and without FreshQ®

**Picture:** Yogurt held for 30 days at  $7^{\circ}C/45^{\circ}F$ . Inoculated with common mold types found in dairy environment.

Graph: Debaryomyces hansenii yeast (added at 50 cfu/g) in yogurt stored at  $7^{\circ}C/45^{\circ}F$ .



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