

A man in a white lab coat, hairnet, and safety glasses is holding a container of 'Your great Yogurt' in a factory setting. The background shows industrial equipment and a conveyor belt with more yogurt containers.

**Keep it great!**

with FreshQ®

**Make sure  
it stays the way  
you made it**

**CHR HANSEN**

*Improving food & health*

# Keep it great!

FreshQ® 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®

### ► 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.

### ► Stay fresh

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

### ► Extend shelf life

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

## FreshQ® inhibits yeast and mold



### Yogurt made **with and without FreshQ®**

**Picture:** Yogurt held for 30 days at 7°C/45°F. Inoculated with common mold types found in dairy environment.

**Graph:** *Debaryomyces hansenii* yeast (added at 50 cfu/g) in yogurt stored at 7°C/45°F.

