

CHR. HANSEN

*Improving food & health*

THE BEST OF TWO WORLDS WITH  
**EASY-SET® A3000** FOR CHEDDAR





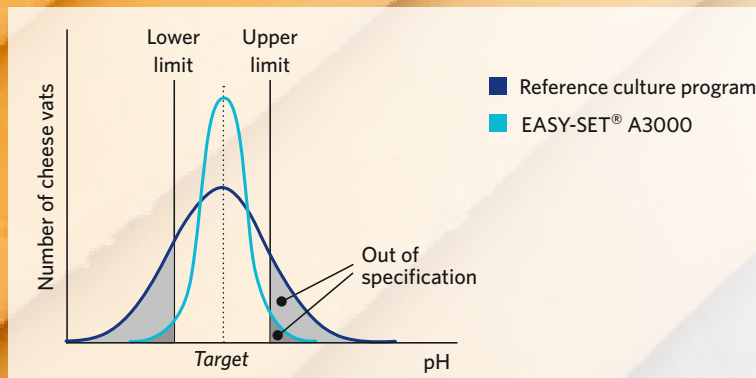
# EASY-SET® A3000

## Premium Cheddar Taste and Texture

at

## Optimal Production Profitability

	Growth at 4% salt-in-moisture	Growth at 104°F (40°C)	Taste-Texture contribution
<i>Lc. cremoris</i>	—	—	+++
<i>Lc. lactis</i>	+	+	+



### Tastiness and Convenience drive growth in Cheddar consumption

- Tight consumer budgets and strong competition among retail/food service discounters push prices downwards
- Nevertheless, consumers want to indulge in their favorite, quality cheese on every occasion
- **EASY SET® A3000** allows manufacturers to produce premium quality cheese, while at the same time optimizing production profitability

### Two main benefits of the new Cheddar culture program, EASY-SET® A3000

- ✓ Premium taste and texture
  - Well-balanced *Lc. lactis* to *Lc. cremoris* ratio
  - High slice- and shred-ability
  - Clean and balanced flavor profile
- ✓ Optimized profitability for cheese production and conversion<sup>1</sup>
  - High final product consistency and opportunity to optimize cheese yield
  - High phage robustness and less frequent culture rotation
  - High convenience factor

For further information, visit  
[www.chr-hansen.com](http://www.chr-hansen.com)

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### EASY-SET® A3000

Brings together the taste-texture advantage of traditional mesophilic starters and the dependability of DVS®

<sup>1</sup> Profitability expressed as speed of and giveaway rate during slicing and shredding of the cheese