

Chr. Hansen, Inc.

“WhiteWhey™” is the right way

Chr. Hansen’s new cheese coloring solution allows producers of cheddar cheese to get more value from their whey while maintaining a great visual appearance of their cheese products. Whey is a valuable by-product of cheese making. It is the liquid remaining after milk has been coagulated and drained. Whey has several commercial uses. Dairy companies process the whey and sell it to other food producers who use whey protein concentrates and whey powder as an additive in many processed foods including baby food, bread, crackers, ice cream and yogurt.

However, when producing cheese types such as cheddar, the cheese makers add color — traditionally annatto color — to give the cheese the shade that consumers expect from a cheddar cheese. Inevitably, however, the color transfers to the whey, coloring it yellow. This is an issue because the food industry requires white whey for their food products. This problem can now be solved with Chr. Hansen new WhiteWhey™ concept.

WhiteWhey™:

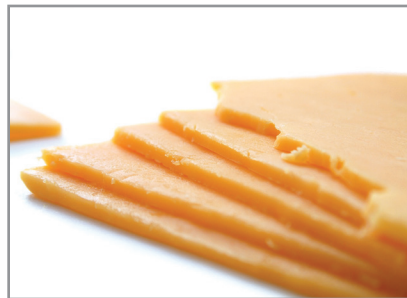
New color solution with multiple upsides

Chr. Hansen, a global leader in both natural colors and ingredients for the cheese industry, now introduces a strong alternative to annatto.

“We call it “WhiteWhey™”, explains Chr. Hansen’s Theis Bacher, Vice President of Sales and Marketing. “By replacing annatto with the beta-carotene based WhiteWhey™ colors, cheese producers will experience an 85-95% reduction in color transfer to the whey. Thus, the result is a production process that is simpler, faster and cheaper, all while maintaining the same yellow to red shades in their cheese. Our new WhiteWhey™ colors offer a 1:1 color match compared to annatto-based solutions,” Theis Bacher explains.

Regulatory and commercial demand

“The preliminary feedback we have received from the dairy industry is very



positive,” Theis Bacher continues. “In fact, one international cheese manufacturer called it an “industry changer”! Cheese makers welcome the innovation because it facilitates better whey production but also because there is an international push from authorities as well as the food industry to phase out carry-over of food colorants in foods for infants and young children. New regulation in Europe and China outlaws annatto residues in whey used for infant nutrition products. Using beta-carotene instead of annatto will comply with the regulation as beta-carotene occurs naturally in milk.”

“Finally, there is a shortage of high quality whey to serve the food industry — in particular the Asian infant nutrition

industry which increasingly requests high quality raw materials and ingredients,” Theis Bacher concludes.

Learn more about WhiteWhey™, go to www.chr-hansen.com/whitewhey.

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