

Cheesemakers go for bold, convenient and authentic products

Millennials are helping to drive cheese innovations that focus on convenience, flavor and freshness.

By Sarah Kennedy, *managing editor*

Consumers love their cheese. They eat it for protein or as a quick snack. They also love to explore new flavors. Convenience, flavor, authenticity and freshness are key factors that will drive consumer cheese purchases in 2016, according to the Wisconsin Milk Marketing Board, Madison.

According to the USDA, the average American consumes 34 pounds of cheese annually, a growth of 43% over the past 25 years. Per capita spending on cheese has also increased 37% since 2008 as more U.S. consumers are enjoying cheese not only for its flavor, but also for its nutritional benefits, said the Wisconsin Milk Marketing Board.

Cheesemakers are meeting these demands with introductions that go beyond convenience. The focus is on flavor and performance.

The International Dairy-Deli-Bakery Association (IDDBA), Madison, said Millennials are a driving force behind new flavors, textures and products in the cheese industry. This generation is willing to spend more on higher-quality food experiences involving specialty and unique cheeses, according to IDDBA's

"What's in Store 2016: Cheese Trends Forecast." Millennials also look for transparency, sustainable practices and authenticity from the cheese companies they purchase from, according to the Wisconsin Milk Marketing Board.

Some of the ways food retailers and producers are connecting with today's cheese shoppers is with better-for-you, single-serve products; more specialty cheese varieties like Gouda, Asiago and Brie; and the infusion of flavors like ginger, coconut, bacon, sweets (caramel, maple syrup), said IDDBA. Among the attributes of new product introductions from 2015 were higher levels of protein, full-fat, grass-fed and flavor infusions.

The exploration and creativity within the breakfast category for meal solution ideas and on-the-go options from the deli/cheese center present new opportunities to increase specialty cheese sales and consumer discovery of new cheeses, according to IDDBA.

Cheesemakers are answering the call with new products, including shelf-stable options and individually wrapped fancy cheeses. We highlight five new products here. ■

5 new cheese products that offer convenience



The Laughing Cow's cheese and breadsticks snack

The Laughing Cow, a brand of Chicago-based Bel Brands USA, created a new on-the-go snack — Cheese Dippers. The snack features The Laughing Cow's creamy Swiss cheese paired with crunchy breadsticks. There are two varieties — classic breadsticks or tomato-and-herb breadsticks. One 1.23-ounce pack has 100 calories, 6 grams of fat and 4 grams of protein. It's sold in single-serve packs and 5-packs for a suggested retail price of \$1.49 and \$4.99, respectively. The snack will be available in stores nationwide in May.

Emmi creates a microwavable cheese fondue

Emmi Roth USA, Monroe, Wis., launched Fondü All in One – a portable, microwave and oven-safe dip with all-natural, premium cheese from Switzerland. The cheese is based on the company's original fondue recipe and can be ready in 7 minutes using a microwave. The packaging is an innovative concept that includes a fondue pan, a support and a candle. The fondue is sold in the refrigerated section of grocers' deli departments with a suggested retail price of \$14.99.



BelGioioso launches sample sizes of new artisan cheeses

BelGioioso Cheese, Green Bay, Wis., introduced La Bottega di BelGioioso – a handcrafted artisanal cheese line. The collection includes hand-wrapped 4-ounce cuts for easy tasting and whole wheels for in-store usage. The flavors are Crescenza-Stracchino (tangy and spreadable); American Grana (aged 24 months); gorgonzola with cow and sheep's milk; Provolone Extra (aged 24 months); and Peperoncino Asiago con Chili Pepper (spicy and savory). The cheeses are available in select specialty retailers and cheese shops nationwide for a suggested retail price per piece of \$3.99 to \$4.99.



Cheddar cheese powder for pizza, pasta and salad

Cabot Creamery, Waitsfield, Vt., showcased several products at January's Fancy Food Show, including Cheddar Shake — a powdered premium Cheddar cheese. The cheese powder is sold in an 8-ounce plastic bottle for an average retail price of \$4.99. A 2-teaspoon serving contains 25 calories, 1.5 grams of fat and 1 gram of protein. The shelf-stable cheese is available in grocery stores on the East Coast, from Maine to Florida.

Portable cheese and meat 'sandwiches' from Cady Creek Farms

Cady Creek Farms, Wilson, Wis., showcased a new product called Cheesewich at the Winter Fancy Food Show. The snack comes in four "sandwich" varieties, including — one slice hard salami between two slices of mild Cheddar and one slice hard salami between two slices of pepper Jack cheese. For the Cheddar variety, each 2.5-



ounce vacuum-sealed serving contains 290 calories, 25 grams of fat and 16 grams of protein. The ready-to-eat snack is available in select grocery and convenience stores (like Walmart and Casey's) nationwide for a suggested retail price of \$1.99. Cheesewich has a refrigerated six-month shelf life and is gluten-free.

Milwaukee is a big (cheese) wheel in April

The International Cheese Technology Expo runs from Apr. 12 to 14 at the Wisconsin Center in Milwaukee.

Over 3,000 cheese industry leaders, suppliers, marketers and manufacturers from around the world are expected to come together for the 2016 International Cheese Technology Exposition (ICTE) in Milwaukee, Wis.

Through seminars and an exhibit hall, the show puts a focus on learning the latest in cheese technology and equipment, ingredients, new products, whey opportunities and product safety. The biennial event is hosted by the Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research (CDR) at the University of Wisconsin, Madison. The ICTE features sample cheese varieties from around the world.

An opening reception welcomes attendees on Tuesday evening, April 12. Hilmar Cheese Co. President David Ahlem starts off Wednesday morning's events with an opening address.

Concurrent sessions held throughout the morning on Wednesday and Thursday cover a range of topics, including challenges and solutions for ensuring quality cheese product, food safety and processing wastewater for a clean environment. See the complete event schedule at www.cheeseexpo.org.

Evening social affairs include the World Championship Cheese Contest awards banquet honoring contest winners. It takes place Thursday, April 14, with the reception at 5 p.m. and the awards banquet to commence at 6 p.m. in the Wisconsin Center Ballroom. ■

For exhibitor and attendee information, travel arrangements, directions, registration links and more, visit www.cheeseexpo.org.



Attendees learn about new products and equipment and taste cheeses from around the world at the 2014 ICTE.

The WCMA presents the 3rd annual Student Dairy Showcase

The Wisconsin Cheese Makers Association will present the third annual Student Dairy Showcase at the 2016 International Cheese Technology Expo (ICTE), exclusively for cheese, butter and yogurt produced at university creameries. The Student Dairy Showcase gives students a chance to try their hand at cheese, butter and yogurt production and receive feedback from expert technical judges. Products will be showcased from April 12 to 14. They will be professionally evaluated by technical cheese judges and the products will then be available for tasting to the attendees. Students will receive an official score sheet and evaluation by professional judges. The judge's evaluations will be kept private and are meant to provide constructive feedback to students.



Highlights from the event schedule

Wednesday, Apr. 13

9 a.m. - Noon (Concurrent Session - A Converter's Dream: Cheese Quality for the End User)

Center for Dairy Research tackles the challenges that cheese conversion and packaging companies face and offers technical options that can solve these challenges.

9 a.m. - Noon (Concurrent Session - Meeting the Challenges: Food Safety for Cheese)

The U.S. Food & Drug Administration and the dairy industry experts will describe the best ways to control pathogens at the plant level and meet the ever-increasing regulatory requirements facing the dairy industry.

Thursday, Apr. 14

9:30 a.m. - Noon (Concurrent Session - Whey from Vat to Bag: Quality and Marketing)

Learn all you need to know about whey quality issues and regulations, clean label opportunities, co-product utilization, costs and efficiencies for multiple products, as well as global market trends and tomorrow's future dairy ingredients.

GEA Champions Reception & World Championship Cheese Contest Awards Banquet


5 p.m. - 6 p.m. Reception | 6 p.m. - 8:30 p.m. Awards Banquet | Wisconsin Center Ballroom

Exhibitors

A & B Process Systems	1441	DCI, Inc.	304	ISG	236
ADI Systems Inc.	1742	DDW "The Color House"	404	Ivarson Inc.	627
Admix, Inc.	203	Delkor Systems, Inc.	1217	J. Rettenmaier USA	615
Advanced Detection Systems	511	Deville Technologies Inc.	803	JLS Automation	327
Advanced Instruments Company	507	Dixon Sanitary	1548	Johnson Industries International, Inc.	826
AGC Heat Transfer, Inc.	749	DORAL Corporation	553	Kagetec Industrial Flooring	302
Agropur Ingredients	1432	Doran Scales, Inc.	1711	Karl Schnell Inc.	1527
Air Quality Process	1739	DR Tech, Inc.	427	KEI Steam Solutions, Inc.	245
Airgas	312	DSM Food Specialties USA, Inc.	719	Kelley Supply, Inc.	937
AirPro Fan & Blower Co. LLC	1751	DuPont	919	Kelley Supply, Inc.	1037
Alfa Laval Inc.	1406	Ecolab Inc.	819	Knoll America, Inc.	242
Almac srl	1451	ELPLAST	751	Koss Industrial, Inc.	635
Amerilac	1721	Endress + Hauser, Inc.	1344	Kraemer Brothers	1342
Ampco Pumps Co	402	Energenecs	1506	Krohne Inc.	1633
Anderson Chemical Co./		Enerquip, LLC	1445	Kureha America	248
Water Management	1710	ErgonArmor Corrosion Engineering	1613	Kusel Equipment	1434
Anderson Chemical Company/Sanitation		ERIEZ	1702	L & S Electric	1707
Technologies	1403	ESE, Inc.	1744	Laude Cheese Moulds	1740
ANDRITZ Separation, Inc.	850	ESI Group USA	303	Loos Machine & Automation	1241
Applied Science, Inc.	641	Evaporator Dryer Technologies, Inc.	1437	Marchant Schmidt, Inc.	943
Applied Technologies, Inc.	537	Excel Engineering, Inc.	1151	Marshfield Food Safety	220
APT-Advanced Process Technologies Inc.	517	Exhibit Systems	212	Martin Milk Service and Martin	
Archway Brick and Tile	552	Extrutech Plastics Inc.	1712	Warehousing	411
Argelith Ceramic Tiles, Inc.	204	F.N. Sheppard & Co.	1649	Masters Gallery Foods, Inc.	909
AWI Manufacturing	650	Fiberglass Solutions, Inc.	1351	McFinn Technologies	208
Axiflow Technologies, Inc.	1043	First Choice Ingredients	1709	MCT Dairies Inc.	610
Badger Scale, Inc.	232	FlexLink Systems Inc.	228	Mead & Hunt, Inc.	653
Baker Tilly	1340	Flowtrend, Inc.	534	Membrane Process and Controls, Inc.	549
Bakers Supply	238	Food Safety Net Services	1748	Membrane System Specialists, Inc.	703
Bassett Mechanical	535	Foreign Type Cheesemakers Assn.	1245	MEP Solutions, LLC	648
Bayland Buildings, Inc.	753	Fortress Technology, Inc.	611	Microdyn Technologies Inc.	848
Bemis Company, Inc.	1203	FOSS North America	1627	Midwest Refrigerated Services, Inc.	643
Bentley Instruments	441	Fremont Industries, Inc.	505	Midwest Stainless Technologies LLC	336
Bioionix, Inc.	1605	Fristam Pumps USA	503	Millerbernd Process Systems	1319
Blue Water Technologies, Inc.	1651	Fromagex	1619	Miron Construction Co., Inc.	1252
Boldt Company, The	1749	Gamay Foods	1719	MOCON, Inc.	1414
BPH Pump	250	Garon Foods Inc.	1013	M-Tek, Incorporated	319
Bruker Optics, Inc.	1602	GEA Group	903	Multi-Conveyor LLC	1353
Bulk Lift International	651	General Machinery Corp.	1503	Multivac, Inc.	1209
Bunzl Processor Division	1715	GLM Hydro LLC	1752	Munters Corporation	1653
Burkert Fluid Control Systems	1534	G-M-I, Inc.	1611	Natec USA	1735
Center for Dairy Research	1019	Great Northern Corporation	342	National Utilities Company	512
CES/Foodlogistik USA	1502	Green Bay Packaging Inc.	1512	Nelson-Jameson, Inc.	619
Cheese Market News	1303	Guardian Pest Solutions	1753	Neogen	1505
Cheese Reporter	1333	GWS Supply	550	Northfield Corporation	1641
Cherney Microbiological Services, LTD.	645	Haden & Custance	403	Northland Laboratories	1404
Chr. Hansen, Inc.	835	Harpak-ULMA	419	Nutraceuticals, Inc.	1402
Clauger North-America Inc.	1453	Hart Design & Mfg., Inc.	1723	OCS Checkweighers, Inc.	748
Clayton Industries	332	Hayssen Flexible Systems	1410	Olive Promotions	1741
Clean Logix	253	Heritage Manufacturing, Inc.	1514	optek-Danulat, Inc.	240
Clean Water Technology	305	Hoffman Planning, Design &		Packaging Corporation of America	1250
Conare	206	Construction	226	Page & Pedersen International, Ltd	1729
COPRODEV PLUS	233	Hydrite Chemical Co.	602	Parker domnick hunter - Process	
Covance	1550	Hypred USA	533	Filtration	1540
Coveris	219	ICL Food Specialties	340	Paul Mueller Company	415
CP Packaging LLC	1713	IFM Efector	350	Paxo Inc.	1717
Creative Design and Engineering, LLC	1448	IML Containers	1452	Pentair Sudmo	1305
CSK Food Enrichment	742	Ingredient	514	Perten Instruments	207
Custom Fabricating & Repair, Inc.	743	International Dairy Foods Association	413	Pick Heaters Inc.	551
CVP Systems, Inc.	1519	International Machinery Exchange	612	Plastopil Hazorea Company Ltd.	1734
Cybertrol Engineering	1704	International Media & Cultures, Inc.	1725	Polar Tech Industries	230
Dairy Connection Inc.	632	Intralox	1743	ProActive Solutions USA, LLC	1311
DASH Gloves	1705	Investors Community Bank	348	Process Engineered Water Equipment	222
Data Specialists, Inc.	1248	IOI Loders Croklaan	344	Prolamina	527

Exhibitors

ProSpect Analytical Technology	1337	Separators, Inc.	1315	Tweet-Garot Mechanical	1227
Protective Coating Specialists, Inc.	510	SEW-Eurodrive, Inc.	1603	UltraSource LLC	249
PS Seasoning & Spices	1731	ShatRShield	1736	United Industries, Inc.	1544
Qcomp	241	Sheffield Machine Knife	1750	United Salt Corporation	649
QLC, Inc.	1149	Short Elliott Hendrickson, Inc.	435	Urschel Laboratories, Inc.	1327
Quadbeam	548	Softtrace, Ltd.	740	USDA-NASS Wisconsin Office	202
Qualtech	1427	Solvaira Specialties	713	Vacuum, Pump & Compressor, Inc.	1732
Quest Industrial	1119	Spancrete	1542	Valcour Process Technologies	613
R. Mueller Service & Equipment Co.	714	Spectralys	205	Viewtech Systems of America, LLC	1745
R.D. Smith Co., Inc.	243	Spraying Systems Co.	213	Viking Masek Global Packaging Technologies	603
RapidPak, Division of the Middleby Corporation	1103	Stainless Motors, Inc.	235	Vivoloc Cultures Corp	1449
RathGibson	306	Staubli Corporation	449	VNE Corporation	1604
REALiving	210	StrategyBytes	1737	W.M. Sprinkman Corp.	1643
Reiser	735	Stuart W. Johnson & Company Inc.	752	Walker Engineered Products	712
RELCO, LLC	813	Subana Inc.	227	Weber, Inc.	1137
Reynolds Presto Products Inc.	1607	Sweetener Supply Corporation	1113	Weiland Inc.	244
Rheolution Inc.	1727	Symbiont	1507	Wells Concrete	1450
Rieger Flow Products, LLC	314	Symphonic Water Solutions, Inc.	252	Werner Electric Supply	1637
Rocket Industrial	540	Synder Filtration	1606	Wetoska Packaging Distributors	406
Rockwell Automation	1552	TC Transcontinental Packaging	1706	WI Aging & Grading Cheese Inc.	710
Roehl Refrigerated	251	Technology Group International	307	WI Milk Marketing Board	1019
RubberFab Technologies Group	1714	Tecnal	1419	Winona Foods	1703
Sanford Rose Associates- Madison	453	Tetra Pak, Inc.	1027	Winpak	443
Scan American Corporation	1413	The Boson Company	216	Witt Gas Controls, LP	1435
Schenck Process	1504	The Cheese Connection LLC	451	Wonderware Midwest	1349
Sealed Air	1003	The Probst Group	506	WOW Logistics	513
Seiberling Associates, Inc., A Haskell Company	1412	Toray Membrane USA, Inc.	606	Yamato Corporation	1405
		TURCK Inc	1733	Zepnick Solutions, Inc.	634



The floor plan shows a large exhibition hall with various booth layouts. Exhibitors are represented by colored rectangles, many containing the company name and booth number. A central area is labeled 'LUNCH BUFFET'. A large blue area is labeled 'CHAMPION CHEESE COOLERS'. The plan includes aisle directions and a central 'ENTRANCE' label at the bottom.