

# Simplifying Labels

Reduce ingredients in spreadable cheese



# Value

### For Manufacturers

- Improves protein emulsion characteristics
- 1:1 replacement for multi-ingredient solution
- Reduces ingredients

## For Consumers

- Cleaner label
- Optimal texture for spreadable cheese
- Smooth appearance and great taste

## Ingredient Reduction

Simplify your label with one ingredient versus three or more

#### **Multi-Component Blend**

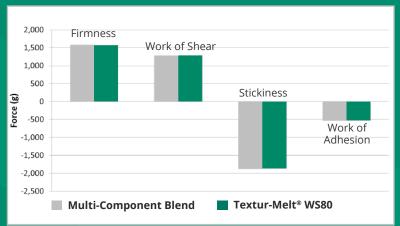
INGREDIENTS: Mild Cheddar Cheese, Water, Unsalted Butter, Ultrafiltered Nonfat Milk, Sodium Citrate, Sodium Phosphate, Sodium Polyphosphate



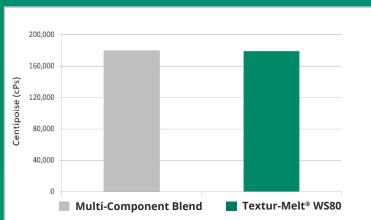
#### Textur-Melt® WS80

**INGREDIENTS:** Mild Cheddar Cheese, Water, Unsalted Butter, Ultrafiltered Nonfat Milk, **Sodium Polyphosphate** 

#### **Texture Analysis Comparison**



#### **Viscosity Comparison**



NOTE: Helical Spindle, S95, 4 RPM, 25C, 30 seconds

## Why Innophos



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Innophos, Inc • 259 Prospect Plains Road • Building A • Cranbury, NJ 08512

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