

Taste can build a bridge

Indulgence and authenticity – two comprehensive words, however important. Consumers would probably say “it tastes really good” and “this one has a special character”. To innovate the next cheese, dairies should co-create new ideas with strategic partners. It is about activating all knowledge and ideas from the supply chain, speeding up the time to market!

It is possible to copy products that have already penetrated the market. One can also stick to the current portfolio of strong product brands. By keeping up to speed with the latest trends and innovative perspectives, the strategic direction can be confirmed - or challenged!

Procudan is an expert in ingredients and packaging for food, and we believe that value is co-created. We enjoy bringing food people together and to facilitate future business possibilities. Legal

formalities are put away by a secrecy or non-disclosure agreement. And now generation of new ideas, brain storming, trend presentations etc. can begin.

One of Procudan's strategic partners is Royal CSK who are dedicated to help food producers respond to trends with distinction and success. Royal CSK's position is captured in its tagline, 'Taste can build a bridge' – an expression of the Dutch company's resolve to make a difference on the global dairy market as a competent team of taste makers and

bridge builders, working closely with customers to co-create dairy products that will indulge consumers.

— In today's cheese industry, flavour and taste differentiation remain one of the key drivers, explains Marketing Manager Christian Hemmer.

— Royal CSK's experience in this area is unmatched. We are regularly presenting new products under our Flavour Wheel™ concept.

Royal CSK also produce bio-protective cultures under our own brand name Dairy Safe™. This trade mark offers manufacturers protection against late blowing defects without the need for using preservative additives.

— The Dairy Safe™ concept fits in perfectly with the on-going natural and artisanal cheese trend and also fits in with semi hard Goat's milk cheeses, says Hemmer and adds:

— On top of that, this product range

not only has a protective functionality against unwanted Gram-positive bacteria and spore outgrowth. It is also used in award-winning cheeses every year.

Appetite for growth

Royal CSK's significant investments over the last few years confirm the company's appetite for growth. After opening a new cultures factory in Leeuwarden, the Netherlands, Royal CSK also founded a new innovation centre on the University of Wageningen's food campus – Food Valley – in the summer of 2017. Royal CSK's market-driven innovation cycle is picking up speed, with many promising new products in the pipeline ready to enter the global market in the years ahead. This year's investment will be a new warehouse for frozen starter cultures, a project that underlines Royal CSK's strategy and ambitions.

Milase® Premium coagulants

Royal CSK was founded over a century ago with the aim of guaranteeing high-quality rennet supplies to the Dutch dairy industry. Over the years, the customers' demands have led Royal CSK to expand its portfolio to include cultures with very specific properties as well as other relevant dairy ingredients.

— Our interest and expertise in coagulants remains vital, says Hemmer.

Royal CSK was the first to introduce a new class of non-GM derived microbial coagulants that in contrast to the currently used microbial coagulants can really give the same flavour and texture performance as chymosin also in longer ripened cheese. Royal CSK worked side by side with customers to demonstrate that their Milase® Premium indeed lives up to its claims. Milase® Premium introduces a new era in coagulants that meet modern demands. When it comes to

preferences like kosher, halal, vegetarian, organic or VLOG, Milase® Premium is the answer.

High-quality cheeses demand high-quality solutions

In dairy performance, the quality of cheeses and whey is instantly recognizable.

— Our yield proves that we meet the highest quality standards. The flavour and texture of fresh, matured and soft cheeses are of the highest level. They are excellent examples of how taste can build many bridges – between demands and desires, between the past and the future, and, ultimately, of course, between people eager to enjoy great flavours together, says Marketing Manager Christian Hemmer. ■

www.cskfood.com
www.procudan.com

The image shows the CSK logo, which consists of a crown above the letters 'CSK'. To the right of the logo is a circular graphic with concentric rings in shades of red and pink, containing the text 'TASTE CAN BUILD A BRIDGE' in white. Below the logo and graphic is the website address 'www.cskfood.com'.

The image shows two blocks of cheese, one yellow and one blue, sitting on a light-colored wooden surface. Below the image is a dark blue banner with white text: 'We are experts in ingredients and packaging for food, and we believe that value is co-created!'. Below the banner is the Procudan logo, which features a stylized 'P' inside a circle, followed by the word 'procudan' in a bold, sans-serif font. Underneath the logo is the tagline 'ADDING VALUE TO YOUR SUPPLY CHAIN'. To the left of the logo is the website 'www.procudan.com', the email 'pro@procudan.com', and the phone number '+45 7550 8000'.