

Case Study:

Driving Processed Cheese Efficiency and Cost-Effectiveness with Micellar Casein Isolate



Challenge

In a market shifting towards natural cheese, our client faced the challenge of revitalizing their processed cheese brand. They needed an efficient and cost-effective solution to enhance their production process while maintaining the taste and performance their loyal customers cherished.

Approach

Our application specialists thoroughly explored the competitive landscape of our client's product. Through extensive research and experimentation, we developed a process and created cost-effective prototypes that rivaled gold-standard products in the market.

Solution

With 95% purity, our Micellar Casein Isolate (MCI) provided exceptional functional benefits and production efficiencies. By reducing natural cheese usage, increasing moisture levels, and enhancing trim utilization, MCI surpassed traditional milk proteins and caseins with its superior emulsification capacity, reducing costs. The implementation of MCI delivered cost savings while maintaining or improving product flavor, texture, and integrity in slice and loaf applications.

Results

Inspired by the remarkable outcomes, our client expanded the use of MCI across their entire product portfolio, consistently achieving cost efficiencies while upholding product excellence. By embracing MCI, our client has paved a path towards sustained success amidst evolving market preferences.