

25<sup>th</sup> October 2019

## PRESS RELEASE

### **Nutrillac® turns cream cheese into a bake-stable filling**

A new solution for cream cheese will help bakers and chefs overcome a common challenge for the Middle East's rapidly growing filled pastry market.

Filled pastries are increasingly popular in the Middle East, with Euromonitor predicting that the market will grow by 10% annually for the next five years.

One of the most common fillings for savory pastries is cream cheese. However, it is notorious for collapsing during mixing and migrating into the pastry, making the crust soggy and limiting opportunities to add herbs and other flavorings.

Nutrillac®QU-7660 from Arla Foods Ingredients can help bakers overcome this challenge. The easy-to-handle solution comprises whey proteins tailored to increase the stability of cream cheese during mixing and baking.

Cream cheese with Nutrillac®QU-7660 gains a robust and stable texture. Migration issues are avoided so that pastries retain a high volume, crispy crust and visual appeal after baking. Testing with a sensory panel has demonstrated that the product also delivers a creamier, non-crumby mouthfeel.

Claus Bukbjerg Andersen, Senior Category Manager, Cheese at Arla Foods Ingredients, said: "Demand for convenience has made filled pastries one of the Middle East's fastest growing categories. That creates huge potential for industrial bakers, especially if they can overcome one of the biggest challenges to innovation – the poor stability of cream cheese. Nutrillac®QU-7660 is just what bakers and chefs need to win a share of one of the world's most dynamic pastry markets."

Arla Foods Ingredients will showcase Nutrillac®QU-7660 at Gulfood Manufacturing (29<sup>th</sup> to 31<sup>st</sup> October 2019 in Dubai).

**ENDS**

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**About Arla Foods Ingredients**

Arla Foods Ingredients is a global leader in value-added whey solutions. We discover and deliver ingredients derived from whey, supporting the food industry with the development and efficient processing of more natural, functional and nutritious foods. We serve global markets within early life nutrition, medical nutrition, sport nutrition, health foods and other foods and beverage products.

Five reasons to choose us:

- We have R&D in our DNA
- We offer superior quality
- We are your trusted business partner
- We support sustainability
- We ensure security of supply

Arla Foods Ingredients is a 100% owned subsidiary of Arla Foods. Our head office is in Denmark.

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