

HISPANIC FOCUS

FLAVORS MIMIC MEXICAN CHEESES

The demand for Hispanic prepared foods is soaring in response to both the growing U.S. Hispanic population and mainstream consumers' increasing interest in south-of-the-border foods. To meet the taste expectations of this rapidly expanding market, Edlong Dairy Flavors launched a line of authentic-tasting Mexican cheese flavors.

Over the last 10 years, U.S. production of Hispanic cheese has increased more than 60%, currently averaging over 110 million pounds a year and out-pacing the growth of both the Cheddar and Mozzarella cheese markets. By 2010, the U.S. Hispanic population is projected to represent almost 15.5% of the total U.S. population. Growing more than four times as fast as the overall population, Hispanic buying power in the U.S. will exceed an estimated \$550 billion.

Products of the Spanish-speaking countries of Mexico and Central and South America possess unique flavors and functional properties resulting from various environmental and cultural influences. Edlong's Mexican cheese flavors mimic the taste profiles of these specialty cheeses while providing heat and shelf stability and batch-to-batch consistency. In many formulations, the flavors can help reduce or completely replace real cheese.

QUESO BLANCO

A mild-tasting cheese flavor, the cheese itself is popular in Mexico where it is used both for snacking and cooking. It becomes soft and creamy upon heating, but does not melt. Flavor applications include snacks, sauces and fillings for chicken breasts, peppers, enchiladas and burritos.

CHIHUAHUA AND MANCHEGO

Both products impart creamy, buttery notes, with the Chihuahua flavor accompanied by an aged, nutty and sour profile, while Manchego possesses more fatty, savory and salty notes. The natural cheeses are often melted on top of oven-prepared foods, making these flavors a good choice for cheesy top layer on enchiladas and chilaquiles, as well as sauces, quesadillas and poblano-pepper fillings.

OAXACA

This flavor has a mild, milky and buttery cheese profile with meaty backnotes. Oaxaca is a mozzarella-type cheese, typically used in quesadillas and on top of tostadas or sopes.

PANELA

Mild, sweet and buttery, this cheese flavor has distinct milky and creamy notes that highlight the profile. The fresh cheese is usually crumbled before topping sopes, huaraches and gorditas.



For more information, call 1-888-MY-TASTE or log on to www.edlong.com today.

