

## New generation of cultures boosts flavor in fresh dairy

***Chr. Hansen launches “eXact® NG Flavor+, a culture that gives a creamy and rich dairy flavor with increasing diacetyl production during shelf life - without gas production***

Production of traditional mesophilic fresh dairy products like sour cream, quark, buttermilk, fromage frais and cream cheese is often a compromise between optimal flavor development and a risk of CO<sub>2</sub> development during distribution.

For traditional starter cultures containing e.g. *Leuconostoc*, flavor production is linked to gas development and the risk of blowing cups or bottles.

### **eXact® NG Flavor+ breaks the link**

In response to the growing consumer demand for tasty dairy products with natural ingredients and improved flavor, Chr. Hansen is now launching a phage robust adjunct culture that increases the fat perception of fresh dairy products and maintains good flavor through shelf life: eXact® NG Flavor+.

“In mesophilic fresh dairy application, flavor development and gas development during production and distribution are usually linked - eXact® NG Flavor+ breaks that link,” explains Lasse Vigel Joergensen, Global Marketing Manager, Chr. Hansen.

The new culture, which is a blend of *Lactobacillus* species, shows an ability to improve the flavor profile during storage of fresh dairy products. While most fresh dairy products lose their delicious, fresh and indulgent flavor during the first 2-3 weeks of storage, products fermented with eXact® NG Flavor+ experience an improved flavor that is maintained for longer by the diacetyl production during chill storage, which gives increased shelf life with high quality.

### **eXact® NG Flavor+ indulges low fat products**

“When we tested fermented milks produced with eXact® NG Flavor+ in a sensory panel, the product came out with an improved fat perception in head-to-head comparison made without the new culture. Samples with 1.5 % fat were perceived to contain 2.5 % fat - a 67 % increase in fat perception,” elaborates Joergensen.

### **Improves the product without compromising taste or texture**

The culture is designed to be added on top of the normal starter culture and has no effect on the acidification speed of the fermentation or the post acidification. As a result, the texture of the product is not influenced.

“On the contrary, we often see a glossy or more shiny look of the fresh dairy product when produced with eXact® NG Flavor+,” underlines Joergensen.

“We invite our customers to unfold the value of eXact® NG flavor+ through increased shelf life with high quality that enables them to reach new markets and growth their business,” he concludes.

#### **The perfect answer**

NG Flavor+ is the perfect answer to a broad spectrum of fresh dairy products to fit with trends among consumers:

- Healthy indulgence: low fat, high protein, reduced sugar
- Delicious taste: taste is king - do not compromise
- All natural: Short ingredient list (milk, cultures), no additives

---

#### **ABOUT CHR. HANSEN**

Chr. Hansen is a global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. The products include cultures, enzymes, probiotics and natural colors, and all solutions are based on strong research and development competencies coupled with significant technology investments. Revenue in the 2013/14 financial year was EUR 756 million. The company holds a leading market position in all its divisions: Cultures & Enzymes, Health & Nutrition and Natural Colors. It has more than 2,500 dedicated employees in over 30 countries and main production facilities in Denmark, France, USA and Germany. Chr. Hansen was founded in 1874 and is listed on NASDAQ OMX Copenhagen. For further information, please visit [www.chr-hansen.com](http://www.chr-hansen.com).

#### **CONTACT PERSON**

Klara Halkjaer  
Head of Media Relations  
Telephone: +45 53 39 23 62

E-mail: [dkklha@chr-hansen.com](mailto:dkklha@chr-hansen.com)