

**Unique  
in the  
world**

# UP-grated<sup>®</sup> cheese

With the unique characteristics of UP-grated<sup>®</sup> cheese, we distinguish ourselves worldwide. We are able to produce extremely dried grated cheese by using a revolutionary production technique and a very clear conviction. Like all our other products UP-grated<sup>®</sup> cheese consist of 100% cheese, so without any additives. With that, we respond to the needs of the food industry. An industry that is still evolving. Further, back to the roots.



Why is UP-grated<sup>®</sup> cheese a unique product?

- ✓ 100% cheese, no extra additives
- ✓ Long shelf life: 24 months
- ✓ Very low moisture: less than 5%
- ✓ Exposure to hot water returns original cheese structure
- ✓ Crispy
- ✓ Available in Gouda, Emmental or Cheddar

[www.up-grated.com](http://www.up-grated.com)

Strijkviertel 19 - 3454 PH - De Meern [NL]  
T +31 30 666 2607 F + 31 30 662 1245  
E [info@cheesepop.com](mailto:info@cheesepop.com)

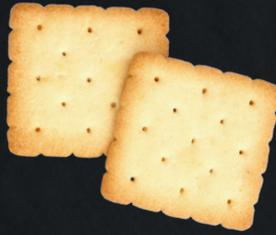


## In dried - instant - soups



When used as an ingredient in dried soups, UP-grated® cheese absorbs enough moisture (during preparation) to get back the original characteristics of fresh cheese. In hot water this means that the grated cheese will melt and start to float on the soup.

## On biscuits etc.



When applied to biscuits, extra efficiency can be achieved due to the low specific gravity of UP-grated® cheese. In addition and in particular due to the low moisture content, no moisture migration occurs and therefore the ultimate shelf life of the biscuits is extended.

## In breadmixes



In ready-to-use bread mixes UP-grated® cheese provides a real cheese experience in the end product. This together with all the advantages & conditions of a spacious shelf life.

## And... You name it

With the characteristics of UP-grated® cheese, the possibilities are basically endless. A real cheese experience and a long shelf life are from now on for each product developer a realistic combination!

## Production and quality

All our products are entirely produced and packaged in-house. Our production facility in De Meern (Utrecht, The Netherlands) is both BRC and IFS-certified.

At the COKZ (Dutch Government) our factory is registered under the number: NL Z4023 EG



UP-grated® is a brand of Cheesepop B.V. Since 2009 Cheesepop B.V. is producer of her identically named retail product Cheesepop, freshly popped cheese.