



ANNOUNCING A BREAK-THROUGH DISCOVERY TO THE CHEESE INDUSTRY

The launch of a 'natural' range of novel and unique *Penicillium roqueforti* cultures, providing cheese producers the opportunity to differentiate within the blue cheese market.



DISCOVERY AND LAUNCH



Myconeos Limited are excited to announce to the cheese production industry, a range of novel and unique *Penicillium roqueforti* cultures, for the production of blue cheese.

Myconeos Limited and the University of Nottingham have been working closely together on a bio-science break-through with the discovery that *Penicillium* can be encouraged into sexual reproduction (previously thought to be asexual only).



The discovery of a 'natural' reproduction of *Penicillium* is a first to market and has enabled the creation of unique new cultures that will re-invigorate the blue cheese category that has seen little innovation or differentiation for decades.



A core range of cultures will be first launched to the UK and Ireland markets¹ at the end of 2018 via J.K.M. Foods Ltd, our preferred sales and distribution partner within the UK and Ireland. The range will be launched outside of the UK and Ireland in 2019.

¹ The cultures are currently 'patent pending'. Pre-production sampling for trial purposes will be produced in Nottingham at BRC accredited facilities. The techniques used for the cultivation will be GM-free.

NEW CULTURES

	STANDARD (5A)	MILD (B20)	NATURAL (12A)	STRONG (A22)
Characteristics	Robust and tangy, medium flavour, with sweet and nutty undertones	A mild and well-rounded blue with hints of sweetness and floury undertones	Aromatic and earthy, medium flavour, with tangy and nutty undertones	Strong blue with a salty and savoury flavour
Colour	Blue-green	Blue-green	Blue-green	Blue-green
Proteolytic activity	Med/High	Med/Low	Low	High
Lipolytic activity	Low	Med/Low	Med/Low	Med/High
Growth rate	High	Med/Low	Med/High	Med

New cultures can be purchased imminently and combined with our exclusive services will help you to create products that are truly unique.

EXCLUSIVE SERVICES

PRODUCT DEVELOPMENT

Product Development experts are available to explore the application of the new cultures within different product formats such as spreadable or grated, mild or soft blue cheese and better performing industrial blue cheese products for culinary, catering and industrial use.

BESPOKE DESIGN

Research and Development teams will work with you to create novel cultures that are bespoke to your locality or brand requirements. Working with you to differentiate in a highly commoditised market through cultivation to specific requirements such as origin, colour preference, characteristic attributes, growth rate, proteolytic or lipolytic activity.



TRIALS AND TESTIMONIALS

These novel cultures have been trialled by some of the UK's finest and most respected cheese makers and tasters.

In a recent tasting session held at the University of Nottingham's farmer's market, six of the thirteen samples that were tasted scored above current Stilton production cultures for taste. The milder samples received positive feedback from a younger and more female audience compared to typical blue cheese consumer demographics.

Highland Fine Cheese won a silver and bronze award at the British Cheese Awards 2017, for their first attempt produced as part of the trial.

It's terribly exciting to see UK research at the forefront of innovation in the cheese industry. The availability of these novel cultures will present endless possibilities for creation and development of unique products for incremental growth within the blue cheese category.

- Rory Stone

Moyden's Hand Made Cheese who make a range of award-winning artisan cheeses, trialled a bespoke design culture of local origin, as their key point of differentiation was to focus on provenance.

Individuality and variety is the key to meeting our customers' requirements for flavour and taste. This new discovery will take us that step closer in making a unique cheese that conveys the essence of Shropshire.

- Martin Moyden



SALES AND DISTRIBUTION

CONTACT US BELOW TO REGISTER YOUR INTEREST FOR THE NEW CULTURES AND EXCLUSIVE SERVICES AVAILABLE TO MAKE YOUR PRODUCTS TRULY UNIQUE.



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