

Did You Know???

Not All Cheese Is Created Equal



(NAPSA)—The next time you purchase cheese, stop and think about what you're actually *getting*. Are you getting a cheese made with the freshest ingredients or one with a variety of substitutes? The fact is, making a quality cheese can be expensive, so some companies choose to reduce costs by adding to or substituting for fresh milk. This may include powders, milk fat, oils and an increased amount of water, all of which can affect taste, texture, and meltability. The best way to be sure of what you're purchasing is to always check the label and the fine print. American Cheese is a perfect example; while you may think you are buying Pasteurized Process American Cheese, a closer look may reveal you're actually buying American Cheese Product or Cheese Food, both of which can contain alternatives to fresher ingredients. Boar's Head, makers of premium delicatessen products, never uses substitutes in its line of over 30 cheeses. In fact, many are made by certified Wisconsin Master Cheesemakers, with Vermont Cheddar, Picante Provolone and Mozzarella winning top awards in national and worldwide contests.
