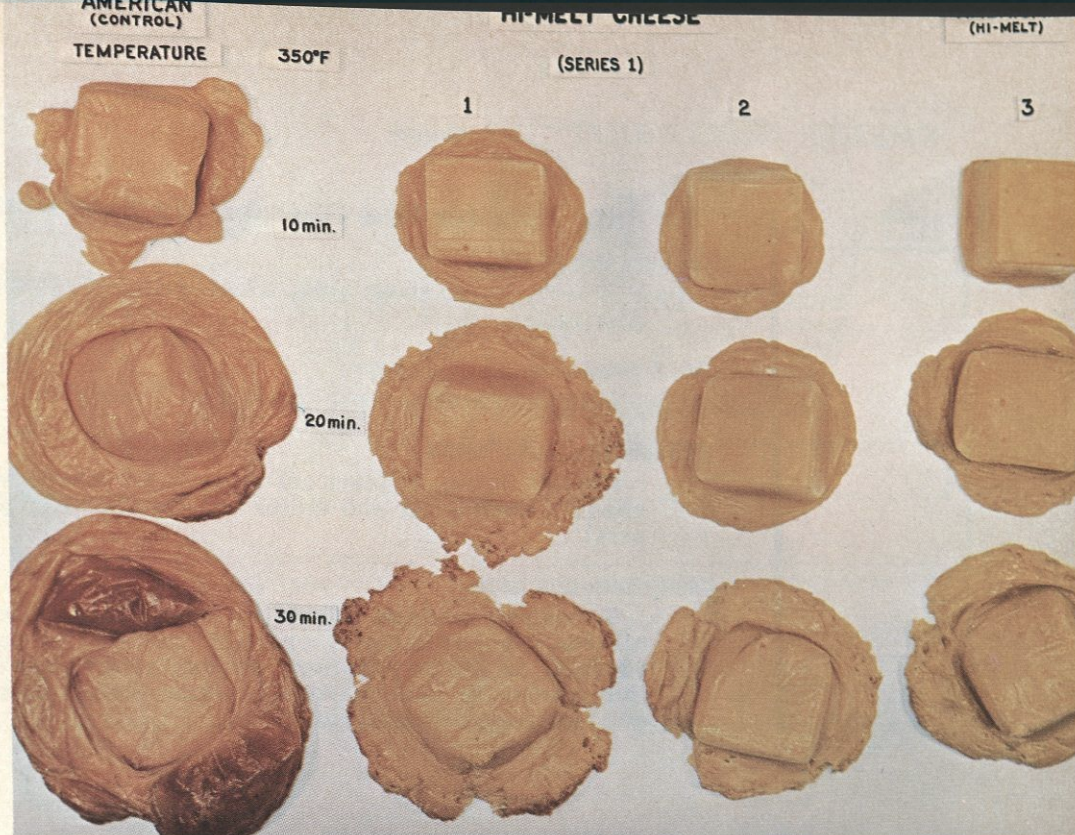




FEATURES



WITH TAILORED 'MELTABILITY,' new formulations of American cheese (right) exhibit better melt and flow properties at 350F than does its conventional counterpart (left). Note too that the control sample has been partially scorched after 30 min.

Controls

Cheese 'Meltability'

New line of cheeses for heat-processed foods offers wide range of melt properties. Results: greater uniformity for cheese-containing items and new opportunities for product development

WHEN IT COMES to cheese, you name it. And Kraft Foods Div. of Kraftco can do it.

Its latest development: a process for controlling the meltability of cheese. It's an efficient way of

"tailoring" an extensive range of high-melt characteristics into cheese.

Kraft's highly versatile new Hi-Melt cheeses are specifically designed for manufacturing a wider variety of heat-processed foods. They offer almost any melt-flow property within a range of specified cook temperatures and times. For example, cheese pop tarts for toasters require high

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