



## FOR IMMEDIATE RELEASE

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### DISCOVER POTATO CHEEZZ: AVIKO RIXONA'S PLANT-BASED CHEESE SUBSTITUTE MADE FROM FRESH POTATOES

**Aviko Rixona, a renowned producer of dried potato products, combines the two icons of Dutch food culture, potatoes and cheese, in Potato Cheezz. This innovative plant-based cheese, made from fresh potatoes, responds to the growing demand for plant-based food and has been specially developed for the food industry.**

As a producer of dried potato products, Aviko Rixona continually focuses on innovation for maximum utilisation of potatoes. This has resulted in the development of Potato Cheezz, a unique cheese substitute made from fresh potatoes. With Potato Cheezz, Aviko Rixona offers a versatile and sustainable solution for food producers looking for plant-based cheese substitutes.

#### **From potato to plant-based cheese**

The production of Potato Cheezz starts with the selection of the type of potato. Gerbert Dijkgraaf, Business Development Manager at Aviko Rixona, explains: "On arrival at the factory, the potatoes are first washed and peeled. After peeling, we cut the potatoes into slices, which we then cook. Then comes the most important part, a touch of 'chef's magic' to achieve the final product: a 10 kg block of Potato Cheezz, which can be used by producers as an ingredient in all kinds of hot dishes."

#### **Versatile application**

Potato Cheezz has three standard flavours: Gouda cheese, mozzarella and cheddar. There is also a special Potato Cheezz variant for on pizzas or gratin. Moreover, there is also a basic variant which can be fully flavoured. Gerbert: "This gives producers the flexibility to fully customise the cheese substitute to their specific needs and taste profiles. This makes Potato Cheezz not only versatile, but also perfectly suited for a wide range of applications." The cheese substitute is especially suitable for finger food, pastas, snacks and fillings in meat substitutes. When heated, the unique composition of Potato Cheezz provides a deliciously creamy and authentic experience of melted cheese in the mouth.

### **Healthy and sustainable**

Potato Cheezz is not only innovative, but also a healthy substitute for traditional cheese. The product contains no salt, fat or lactose and is rich in fibre. In addition, it is also a healthy alternative to cheese. Moreover, Potato Cheezz is an eco-friendly choice. Emissions during production are very low, less than 1kg of CO2 per kilo of Potato Cheezz. This makes it a sustainable option for producers looking to reduce their carbon footprint.

### **A tasty and surprising alternative**

Potato Cheezz allows producers to offer consumers a tasty and surprising alternative to cheese. Thanks to the versatility of Potato Cheezz, food producers can get creative to develop innovative and tasty products that meet the demand for both traditional and plant-based food options.

### **About Aviko Rixona**

Potato Cheezz is a product of Aviko Rixona, part of Royal Cosun. Over the past 125 years, Aviko Rixona has become a leading global producer of dried potato granules and flakes. Rixona supplies its products to various food industries in more than 60 countries across five continents. With the introduction of Potato Cheezz, Aviko Rixona is taking a step forward in its mission to provide sustainable and versatile food solutions.

Want to know more about Potato Cheezz from Aviko Rixona? Then visit [www.potatocheezz.com](http://www.potatocheezz.com)

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