

# ***MAKE YOUR WHEY MORE PROFITABLE!***

Innovative technology  
for light and healthy milk  
products



**CreamoPrct**



## The two factors for success:

**Whey, a generally undervalued raw material with the potential to create extra profits and the continuing trend towards low-fat products.**

Low-fat products are the current best-seller in the food sector. This is not just a short-lived fact, but is likely to become a permanent trend. Ultimately it is about basic human needs – good health and good looks.

How can you benefit from this boom? How can you enter this lucrative market with the minimum of investment? And how can whey, usually a mere by-product, be of use?

ALPMA CreamoProt, a process for the utilisation and conversion of liquid whey, offers two fundamental advantages:

- You can replace the more expensive milk portion of your products with whey (e.g. in cheese production)
- You can produce low-fat foods with the taste and the creamy texture of conventional (high-fat) products

With microparticulated milk protein, you can make the CreamoProt formula the recipe for success in your business. Create more value while maintaining optimum quality in taste and consistency!

**Profit from consumers' desire for new products and the trend towards healthy, low-fat food.**

## Which is right for you?

CreamoProt can be made from sweet or acid whey and can be used in a wide variety of products:

- soft and semi-hard cheese
- processed cheese, fresh cheese
- quark, twarog
- yoghurt, buttermilk, kefir
- whey-based drinks
- dessert products, ice-cream
- dressings, sauces, mayonnaise

Do you have your own ideas as to how you can achieve higher profits using whey? Contact us!



**Looks and tastes like cream for coffee, but is it cream for coffee?**

Many low-fat products also lack taste or a creamy texture. CreamoProt solves this problem. The particulate does not taste of whey at all. It is as white as snow and looks and feels like light cream for coffee.

All products made with CreamoProt taste, smell and feel just as good as similar products which are not made

from whey-based materials. In the case of low-fat products, there is actually a demonstrable improvement in the taste and consistency of products made with CreamoProt. Quark products which include a whey particulate are, for example, perceived as extremely creamy.

**More turnover with less input: sure to please investors.**

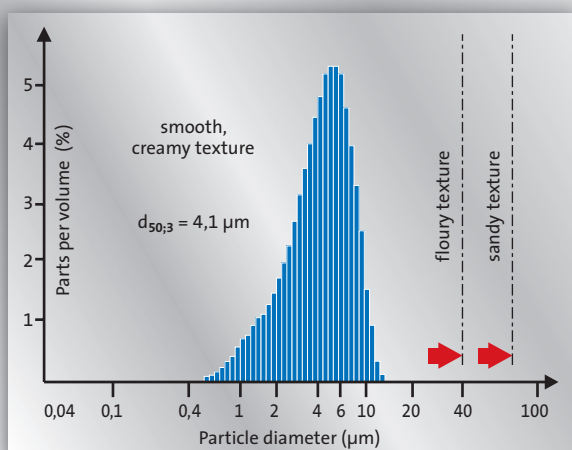
With CreamoProt in cheese, you can increase yield by up to six per cent\*. Even higher

yields are possible for other items where the entire CreamoProt remains in the product.

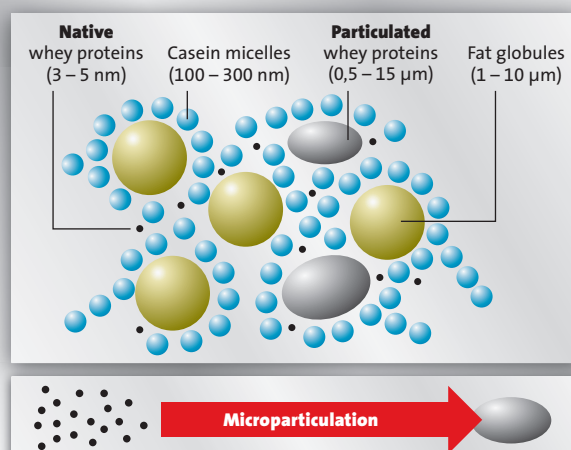
It is not often that investments pay for themselves so quickly. In fact, CreamoProt installations often pay for themselves in under a year! We are pleased to draw up detailed feasibility studies for you as part of the planning process.

\* in relation to use of vat milk

**Particle size distribution in CreamoProt following particulation**



**CreamoProt within a casein matrix**



◀ The particulated whey proteins can be linked to casein micelles without any problem.

◀◀ The particle diameter determines the texture perceived by the consumer.



**The technology behind the idea:**

The process consists of three main steps:

- Setting of the necessary protein and lactose values of the whey using ultrafiltration
- Aggregation of the protein concentrate using initial warming, heating and maintaining of temperature
- Specific particulation and cooling

**A question of size:**

The ALPMA CreamoProt process creates spherical protein structures to a size which can be integrated into a casein matrix, for example.

The process was developed in cooperation with the renowned specialists at the Technical University of Munich, Weihenstephan.

*CreamoProt is not only suitable for use in cheese; it can also be added to desserts, dressings, sauces and other milk products.*

*Ultrafiltration plant*



*Microparticulation plant*





## A dozen good reasons for using CreamoProt!

### Because your customers benefit:

- CreamoProt can be used in almost all milk products
- Whey proteins are of high nutritional value
- Taste and consistency of low-fat products are improved
- Low-calorie replacement for fat
- Pleasant, creamy texture

### Because your company benefits:

- Low-cost raw material
- Greater yields, of high quality
- Machines pay for themselves quickly, sometimes in under a year
- Initial profitability calculations support your decision

### Because it comes from ALPMA:

- Years of practical experience in micro particulation
- Pilot plant available on site
- We will work closely together with you and support you in all technological aspects

Success is only a step away

Whey

UF concentrate

CreamoProt



# CreamoProt

**Our know-how will quickly take you into the profit zone.**

ALPMA carried out pioneering work in the development of processes for effective whey utilisation back in the year 2000. The breakthrough came in 2001 at a cheese factory in Austria.

Now, many well-known manufacturers in Austria, Germany, Greece and Italy use CreamoProt equipment to enhance the success and profitability of their businesses.

**With the right partner, it's easy to make a start.**

What quantity of CreamoProt can be used specifically in your product? How will the addition of CreamoProt influence the product?

We will perform trials on site with in-house whey and will determine all the relevant parameters. This way you will know in advance what influence the particulate will have on your product and how much can be saved.



*Food technologists will help you to integrate the particulate into your final product on site.*

**Your passport to success**

# CreamoProt