

Cheesy Crunchers

There's just no substitute for the taste explosion of real Cheddar mixed with a good crunch, protein and reduced sodium. This crunchy, cheesy cracker livens up everything from soup to salad and makes a great snack. The use of permeate and reduced- sodium Cheddar cheese allows for 55% less sodium than a similar cheese snack.* Plus, it's a good source of protein with 10% of Daily Value (5g protein) per serving.



MARKET INSIGHTS

- Whey protein, as part of a diet higher in protein, helps curb hunger. When not hungry, consumers may be less likely to reach for unhealthy snacks.
- As people become aware of how much sodium they consume, a convenient low-sodium snacking option is appealing.

INGREDIENTS

	Usage Levels (%)
All-purpose flour	23.67
Water	20.85
Reduced-sodium Cheddar cheese	17.62
Butter, unsalted	16.32
Whey protein concentrate 60	8.16
Whey crisps 50%	6.52
Whey permeate (dairy protein solids)	4.90
Cheese powder	1.96
Total	100.00

Contains: milk

BENEFITS OF USING U.S. DAIRY

Cheese

- Provides flavor and functionality that can be tailored to specific applications, including low-sodium options

Unsalted Butter

- Gives a delicious and authentic flavor

Whey Protein Concentrate 60

- Boosts protein content and helps prevent moisture loss

Whey Crisps

- Provides a source of high-quality protein in a pleasing crunchy texture

Whey Permeate

- Enhances flavors and salt perception
- Improves surface browning

NUTRITIONAL CONTENT

U.S. Label

Nutrition Facts

Serving Size (30g)		Servings Per Container	
Amount Per Serving			
Calories 100	Calories from Fat 60		
% Daily Value*			
Total Fat 7g			10%
Saturated Fat 4g			19%
Trans Fat 0g			
Cholesterol 15mg			6%
Sodium 50mg			2%
Total Carbohydrate 8g			3%
Dietary Fiber 0g			1%
Sugars 0g			
Protein 5g			10%
Vitamin A 2%		Vitamin C 0%	
Calcium 6%		Iron 2%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

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PREPARATION

1. **Place all ingredients in a bowl and mix on low speed until ingredients come together to form a ball.**
2. **Sheet to 10 mm thickness, cut into small pieces (approx. 1 x 1 cm) and place on parchment-lined cookie sheet.**
3. **Bake 13 minutes at 350°F.**
4. **Cool on cookie sheet.**

Rely on the dynamic lineup of U.S. dairy to meet consumer demands in global product development. The U.S. Dairy Export Council® (USDEC) offers resources on ThinkUSAdairy.org including a dairy ingredient supplier search, consumer, nutrition and product research, technical insights and prototype assistance to help develop and launch your next successful product. [@ThinkUSAdairy](https://twitter.com/ThinkUSAdairy)

This formula serves as a reference. Product developers are encouraged to modify the formula to meet manufacturing and finished product specifications needs. Developed at the Wisconsin Center for Dairy Research, University of Wisconsin-Madison. ©2014 U.S. Dairy Export Council.