

# Deli Cheesecake

*Create a smile every time!*



## How to use Deli Cheesecake



Use it straight from the pail and pour it into a ring on top of your biscuit base. **1**



Bake it at 160-180° C for 60 min. **2**



Serve & enjoy! **3**



### Product details

- Available in 5 kg
- No added colouring agents
- 6 months shelf life in closed packaging at ambient storage (max. 20°C)
- Whippable
- Freeze and thaw stable
- The baked cheesecake can be kept 14 days in a fridge.

### American Sweet Goods

Traditional American Sweet Goods, like muffins, cupcakes, whoopee pies, donuts, cookies, etc... have gradually become more and more popular outside the USA following their exposure on American television, with movies, soaps, advertising,...

Discover all the solutions Puratos can offer and get your consumers the sweet sensation they want!



*'I can create so many different deserts with Deli Cheesecake, from a traditional New York Style Cheesecake, to the most creative cheesecakes. I can combine Deli Cheesecake with fruit fillings, chocolate, aromas, glazes, there are so many possibilities!'*

Elena,  
Supermarket pastry-chef  
Latin America

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Reliable partners in innovation

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# The real New York Style Cheesecake

## From New York City to the world

Cheesecake in one form or another has been around for thousands of years. There are even mentions of it being served to athletes during the first Olympic Games. It soon found its way to Rome though, and from there was spread throughout Europe.

Immigration brought the basic recipe to the USA. Because New York was the first place to make the new dessert its own, 'New York Cheesecake' was quickly adopted as the *de facto* name.

From there it has conquered the world. It became a classic dessert demanded by consumers all over the world.

### What is a New York Cheesecake?

- 1 A backed short crust
- 2 A fresh cheese baked base
- 3 Enhanced with any decoration or filling



## Let's celebrate!

Cheesecake is consumed at a vast range of special occasions, either as an individual portion or a whole cake dessert: think parties, special events, birthdays, and many others. Cheesecake is the favorite celebration cake of American people. They like to share it with friends and family.

# Deli Cheesecake

Puratos is presenting Deli Cheesecake, a ready-to-use cheesecake base containing 30% of real fresh cheese.

## Product benefits

### Creativity

Deli Cheesecake will allow you to create each time another dessert for your customers. The product is so easy, and so versatile that it allows you thousands of creative possibilities. **Create your own cheesecake recipe with Deli Cheesecake.**

- **Mix it.** With chocolate, fillings, aromas
- **Shape it.** To share, to eat alone or to snack
- **Decorate it.** With glazes, ganaches, crumbles, fillings



### Peace of Mind

Making Cheesecake from scratch is not only time consuming, due to scaling and preparation, but getting a good result with constant quality and no cracking can't be guaranteed.

**With Deli Cheesecake your cheesecake will always be a success.**



## Consumers love Deli Cheesecake

In **France**: after tasting 49% of the consumers declared they liked the desert. And 56% said they prefer it versus local version of Tarte Fromage Blanc.



In **Latvia**: after tasting 76% of the consumers declared they liked the desert. They significantly prefer the whipped cheesecake.

In **Spain**: after tasting 85% of consumers declared they liked the desert and 79% would buy it.

In **Portugal**: after tasting 60% of consumers declared they liked the desert.