

## Spotlight: Cheesecake

### How many creamy sensations have you tried?

The classic dessert, cheese pie or to most people, cheesecake. Known for its sweet creamy nature, is one of the few desserts that contain cheese. You cannot go anywhere in the UK without the option of a cheesecake on the menu – restaurants love it for its adaptable nature, whether it's frozen, chilled, or ambient it will always keep its form.

The origins of cheesecake started as far back as the ancient Greeks where they pounded cheese into a thick paste, added a little bit of honey for sweetness and laid it onto a crust of wheat before baking it - a little different from the modern technique but the groundwork is same. Over the year cheesecakes have varied, different nations taking their own unique twist on the dessert. In South Africa they stick to a non-baked cheesecake using cream, cream cheese and gelatine - a complete contrast to Japan who only bake their cheesecakes using a combination of cream cheese, butter, sugar and eggs. In Russia they opt to switching the cream cheese for cottage cheese – a sourer variation that is known for chunky nature and naturally containing less fat. Whereas in

the Philippines they decided to remove the cheese aspect and replace it with combination or purple ube, milk, sugar, and butter. However, the most famous of them all is the New York cheesecake, created from the American invention of cream cheese. New York was the first to mass-produce the soft cheese, marketing it to create a richer, more indulgent product.

The cheesecake has never stood still, with innovation still happening to this day. From cheesecake vending machines popping up in Asia to cheesecake popsicles being dipped into chocolate in and around London as well as America, the market for the delicious product is still growing. A huge growth in the hybrid market is represented in Orchard's Collection, Krispy Crème and Berry Doughnuts, all doing their own adaptation of a doughnut/ cheesecake twist using additional flavours such as pumpkin pie and blueberry to create new and attractive flavourings. Vegan options are appearing using coconut, tofu or cashews as a replacement for the dairy, gluten free options use almonds or seeds to replace the flour – these are now readily available in most supermarkets to ensure these delightful desserts remain stable no matter the dietary requirements.



### Target Trends:

Innovation

Nostalgia

Versatile



# FLAVOUR OF THE MONTH

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Whether it's sponge, doughnuts, dairy, ganache, or cheesecake itself, here at the House of Flavours we can recreate that creamy, deluxe, cheesecake type sensation using our Cheesecake Flavouring 85/21579.



Back to basic with these naked pound cakes flavoured with cheesecake 85/21579 to create an extra creamy indulgent base, filled with Maryland type cookie 85/22141 flavoured buttercream, to mirror the traditional biscuit base. This cheesecake sandwich is then topped with a mini baked cheesecake flavoured with Panettone 85/22304 for a sweet citrus, Christmas feel that compliment both flavours in the cake.

These creamy Chouxnuts jump on the hybrid wagon as a cross between a doughnut and choux stuffed with cheesecake 85/21579 flavour Swiss meringue buttercream and topped with biscuit flavoured 85/22125 flavoured buttercream – finished with crumbled biscuit for an additional textural crunch. This choux hybrid turns the classic cheesecake inside out, but still provides those great tasting classic flavours – who needs cream cheese when you have a creamy cheesecake flavouring?



**Get in touch for more details**