

TASTY MELT® HYBRID

MAXIMUM
FUNCTIONALITY
MINIMUM DAIRY &
CARBON FOOTPRINT



THE CHEESE SOLUTION OF THE FUTURE



WHY IT MATTERS

Food manufacturers face increasing pressure to:

- ✓ Reduce CO₂ emissions
- ✓ Lower dependency on dairy ingredients
- ✓ Manage dairy price volatility and raw material risks
- ✓ Meet sustainability targets and regulatory requirements
- ✓ Maintain authentic cheese taste, melt and texture



Plant-based cheese alternatives struggle to deliver the performance consumers expect. **Tasty Melt Hybrid** bridges the gap.



THE SOLUTION

Tasty Melt Hybrid is a tailor made hybrid cheese matrix combining dairy and non-dairy ingredients.



ADJUSTABLE DAIRY/NON-DAIRY RATIO

Combines x% dairy with x% non-dairy ingredients
Combining milk proteins such as casein with high-quality plant-based oils, enzyme-modified cheese (EMC) for natural cheese flavour, and plant proteins or starches where needed, it delivers the functionality and performance of processed cheese.



TAILORED TO YOUR APPLICATION

Tailor made to suit specific process and application, including pizza, snacks, ready meals, meat products, and bakery. This flexibility allows you to precisely balance functionality, cost-in-use, and sustainability.



TRUE CHEESE EXPERIENCE

By combining plant-based and dairy ingredients, this hybrid product offers the best of both worlds: a rich cheesy flavour, creamy mouthfeel, and excellent functional performance. It delivers reliable melting, natural stretch, and a desirable fibre structure, while maintaining consistent results across ovens, grills, fryers, and regeneration processes.

KEY BENEFITS



COST & RISK

- Reduced dependency on dairy price volatility.
- Flexibility on €/kg and margin
- Alternative raw material sourcing options



TECHNOLOGY & PERFORMANCE

- Predictable industrial processing performance
- Adjustable viscosity and structure per application and process
- Scalable from pilot to full production without process modifications



SUSTAINABILITY & MARKET POSITIONING

- Less animal dairy per product
- Reduced CO₂ footprint per kg
- Credible "more plant-based" narrative, with full, cheese experience.
- Measurable reduction for reporting and labelling.
- Supports Green Deal, CSRD and animal welfare objectives

MARKET OPPORTUNITY



Hybrid dairy market projected to reach **USD 21.4 BILLION BY 2030** (CAGR 7,4%)



- Flexitarian consumers are the fastest-growing segment — seeking better nutritional value without taste compromises.
- Hybrid dairy products outperform fully plant-based alternatives in taste
- Purchase intent grows once consumers recognize a familiar cheese experience.

Sources: Strategic Market Research; Future Market Insights; Green Queen (2025); TrendHunter (2025).

CONSUMER BRIDGE

Not a replacement. An enrichment.



DAIRY



HYBRID

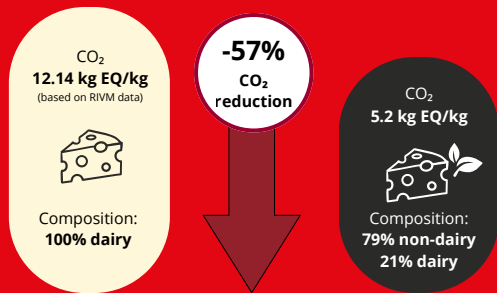


PLANT-BASED

- ✓ No hard switch to 100% plant-based; a gradual step towards fewer animal proteins
- ✓ Retains the familiar cheese experience → lower barrier for consumers
- ✓ Supports brands in building a "more sustainable" image without compromising functionality

CASE

Mozzarella vs. Hybrid mozzarella



AVAILABLE



Blocks
11kg



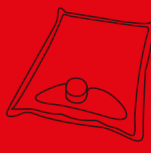
Casings
Ø 40 mm – 120 mm



Strips, cubes, sticks, ropes
Formed by extrusion - IQF
6x 1kg / 5x 2kg / 2x 5kg
packed in boxes



Grated & cubed
6x 1kg / 5x 2kg / 2x 5kg
packed in boxes



Pouches
0,25 - 10 kg



SMART CHEESE SOLUTIONS

Contact us

Phone: +31 (0) 114 740740
E-mail: info@st-paul.com
Website: www.st-paul.com

St. Paul
De Verrekijker 1
4564 DB Sint Jansteen
The Netherlands

