



## FOR IMMEDIATE RELEASE

### Top chefs melt over Greenfields' new made-in-Indonesia Mozzarella cheese

SINGAPORE, 17 April 2012 – Local pizza lovers know classic, melty mozzarella comes from Italy, ideally. But a new entrant into the cheese market - Greenfields Mozzarella - aims to bust the stereotype, by delivering fresh mozzarella cheese from the unlikelyst of sources - Indonesia.

Producers AustAsia, who own a dairy in Malang, Indonesia where their Greenfields-branded milk and cheese is produced, say Indonesia's proximity to major Food & Beverage belts such as Singapore gives them an advantage.

"Our Mozzarella cheese is made from fresh milk from our own cows and kept in a cooler for two weeks to stabilize and achieve its optimal taste and performance," says Greenfields' Head of Marketing and Sales, Jan Gert Vistisen.

"Fresh mozzarella should feel smooth and have a mild taste. Greenfields Mozzarella tastes great on its own, paired with wine and is highly stretchable, which makes it perfect for Italian dishes such as pizzas and pasta," he adds.

"Being in Indonesia lets us be the 'dairy next door' for major Asian capitals – we can get the mozzarella into kitchens and supermarkets faster and fresher."

All the processes, from milking to fermentation, packing and shipping, are done under the same roof at Greenfields' Malang dairy. The milk is collected from the herd of imported Holstein cows and brought to an in-house cheese processing plant. After the cheese is packed, it takes about three days for the cheese to be delivered to Singapore - and into kitchens.

The speed at which it arrives has been a pleasant surprise to many. Says Otto Weibel, former Director of Kitchens at Swissôtel The Stamford and Fairmont Singapore and Director of OSIA Restaurant, Sentosa, "The mozzarella is still very fresh when it arrives, and the taste is perfect when paired with our wood-fired pizzas."

Greenfields Mozzarella first previewed in March at two food tastings at the biennial Food, Hotel & Tourism Expo (Bali) where 33 countries, including the USA, were gathered. The cheese stood out amongst the international chefs who were impressed by its taste and how stretchable it was. Weibel, also the owner of Ottscott F&B Consultants, says, "It is very easy to work with the cheese, it blends well and my customers are very delighted by it".

The secret to the cheese is an unusual one, says Jan: "A happy cow gives us a lot of great tasting milk." The milk is farmed in the highlands of Malang, Indonesia where fresh air and water is in abundance. Furthermore, the integrated dairy is essentially self-sustaining. Apart from importing some high quality grains from Australia, the cows are fed with grass that is grown in neighbouring farms. In return, the farm provides its neighbours with fertilizer through a carefully managed waste control system. The result? Thick and creamy fresh milk, ideal for making great tasting mozzarella.



Greenfields Mozzarella will be launched locally at the upcoming Food & Hotel Asia 2012 at the Singapore Expo. The event will be held from 17 to 20 April 2012 and chefs from 35 countries will be present at one the largest trade fairs in the region.

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For more information please contact:

**Raoul Le Blond**

Executive Director

Tate Anzur Pte Ltd

Tel: 6221-5651

Email: [raoul.leblond@tateanzur.com](mailto:raoul.leblond@tateanzur.com)

**About Greenfields**

Greenfields Milk is your Asian dairy next door. We have produced the freshest milk in our own dairy in the beautiful highlands of Malang, Indonesia since 1997, and we have recently launched our own brand of Mozzarella cheese, made to a classic Italian recipe. We know that happy cows make great milk. Our farm is home to over 6,000 Holstein cows that are ethically treated and scientifically managed to produce an average of 20 million litres of fresh milk a year. Our fully-integrated dairy in Malang also ensures that Greenfields milk and mozzarella cheese is delivered, faster and fresher, right to your supermarket and your fridge. We distribute our produce all around South East Asia, including Indonesia, Hong Kong, Singapore and Malaysia, Philippines, Myanmar and Cambodia.

For more information, visit us at [www.greenfieldsmilk.com](http://www.greenfieldsmilk.com)