



# Labneh Cream Cheese

**Ideal for** – Breakfast paired with fresh fruit, honey and granola, snacking, dips, dressings for salads, coleslaw, or a healthy alternative to mayonnaise or cream.

**Texture** – Characteristically thick, creamy & smooth.

**Insight** – On trend ‘healthy’ product, high in protein with live cultures to aid gut health.

**Preparation** – Versatile - enjoy chilled, spooned straight from the pot or as an ingredient in a hot or cold recipe.

**Ingredients** – Pasteurised cow’s milk

Details	Information
Product	Greek Labneh 200g   5Kg
Case	6 x 200g   2x5Kg
Shelf Life	90 Days
Minimum shelf life on delivery	21 Days
Storage	Chilled 2-5°C



Health & Wellbeing	Vegetarian
Gut Health	Story Telling
Low Sugar	High Protein
Premiumisation	Multisensorial
Authenticity	Street Food
Everyday Exceptional	Family Feast

# Labneh Cream Cheese Brief

## Overview of the product:

Labneh is the cream cheese spread that is the Mediterranean's best kept secret. Our Labneh is produced in Greece by our longstanding partner dairy, made with pasteurised cow's milk.

Labneh has a similar flavour profile to Authentic Greek yogurt, with a thicker, creamier consistency, with a slight salty note. It is highly versatile and great for adding injections of flavour into all sorts of dishes, from salads and wraps, to pasta and even baked with vegetables. Its high in protein and contains live cultures, which are good for gut health.

## The Brief:

We want you to think outside of the box

- Consider trending cuisines that would work well with the Labneh e.g Greek, Middle eastern / Mexican (not exclusive)
- Flavours that compliment and elevate the labneh
- Alternative and appropriate bread carriers: Flat breads / Wraps / Focaccia
- Consider the application e.g. Is it a sauce? A dressing? A spread? A dip?
- Important to reflect on the health criteria too: fat/ protein/ salt

