Cheesecake success . . .

It's in the crumbs

For a better cheesecake, the graham base should be uniform. Sara Lee found the key to this requirement in new size reducing equipment.

MICHAEL MARINO
Operations Director
Kitchens of Sara Lee,
U.K., Ltd.

One of the most successful products of Sara Lee's United Kingdom subsidiary (Kitchens of Sara Lee, U.K., Ltd., Bridlington, N. Humbserside, England) is our range of cheesecakes, with a delicious array of fruit toppings—flavors like mandarin orange, pineapple, cherry, blueberry, and others.

The frozen cheesecake line has been selling so well that our production team is under constant pressure to increase production while maintaining the company's high level of product quality.

The total cheesecake production process was analyzed from start to finish in an effort to speed output by eliminating any snags in the system.

Our investigation uncovered just such a snag. The very basis of cheesecake production is the product's graham crumb base. Sara Lee U.K. elects to produce its own crumb from graham cookies especially formulated to its specifications—high fat and low moisture.

Objective of the crumbing operation is to reduce the graham cookies into a free flowing crumb with a uniform particle size. This is where the problem occurred. The crumb product was not free flowing and was causing a production slowdown when it came time to spread the crumb uniformly in the foil cake pan. It seemed a new method of size reducing the graham cookies was necessary in order to achieve particle size uniformity.

After investigating various grinders and mills on the market, none of which produced a satisfactory product—due to lack of particle uniformity and of extrusion of the graham cookies into a non-free flowing mass that was unusable—Sara Lee decided to try an Urschel Comitrol size reduction machine, a patented machine manufactured by Urschel Laboratories, Valparaiso, Indiana, U.S.A.

It was thought that the Comitrol's centrifugal cutting action would give better control over the end product's size uniformity. Test's at the supplier's U.K. subsidiary in Leicester, proved this to be the case.

Because the size reduction unit does not rely on conventional milling methods, or the use of metal-to-metal contact to effect product reduction, the graham cookies were uniformly reduced to a free flowing state.

Today, we are using the size reducing machine to reduce our graham cookies and achieving a product with such particle consistency that the screening step that had been used after reduction was no longer necessary. The entire cheesecake production process benefits from this change and, in turn, production volume has increased. ■

For complete technical information describing Urschel size reduction equipment, including the Urschel Comitrol® machine, contact:

Urschel Laboratories, Inc.
Valparaiso, Indiana 46383 U.S.A.
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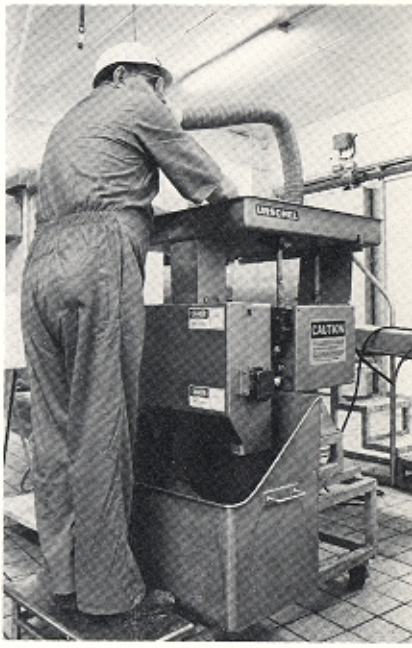
Sara Lee cheesecakes are offered with a wide variety of fruit toppings.



Operator attends to size reduction machine used to reduce graham cracker base for cheesecake production. Unit produces uniform particle size and free flowing finished product.

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