

Press release

Cheesepop food group introduces new retail concept: Veganpop® plant-based cheese snack

De Meern, The Netherlands, October 1st 2024 - Cheesepop food group a leading manufacturer of popped, dried grated, powdered, processed and analogue (plant-based) cheese products, is proud to announce the introduction of its new retail concept - Veganpop® popped plant-based cheese snack. With this new concept Cheesepop food group is moving forward and responding to the ongoing plant-based trend and growing demand for plant-based cheese snacks.

The new popped plant-based cheese balls have a rich and creamy Gouda flavour and are made out of only 8 ingredients! A unique production method, enables Cheesepop food group to pop and dry plant-based cheeses to unpredicted levels, using 100% wind energy. The popped plant-based cheese balls are popped to obtain a completely different, crunchy structure, but still have an intense, airy cheese taste, without artificial additives.

Attendees of the SIAL are invited to visit Cheesepop food group's booth in **hall 7 stand F-151** and try Veganpop®, the crunchy 100% plant-based cheese snack themselves. You are welcome for a drink at our bar!

For more information
contact our sales team!

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Veganpop® is selected
by the jury of the SIAL
Innovation Paris Selection
2024.

