



# ADD OAXACA STRING CHEESE TO CAPITALIZE ON THE SIGNIFICANT STRING CHEESE OPPORTUNITY



Hcmakers.com



## BENEFITS



## AWARDS OAXACA CHEESE





- ✓ **Mozzarella sticks are the most popular cheese snack.** Their popularity in school lunches and food service has been driven by the growing demand for convenient, healthy snack options that offer nutritional benefits (high protein, good source of calcium), are easy to consume, and appeal to both children and adults.
- ✓ **US Mozzarella Sticks Market Size is \$1.7 Billion** and estimated to grow at 6.1 % CAGR commanding the largest share of the snack cheese market with a **37.3% share**
- ✓ **Oaxaca cheese is seen as a direct substitute for mozzarella**, as both cheeses share similar melting and stringy characteristics. There is a growing trend of using Oaxaca cheese as a substitute for mozzarella among consumers looking for authentic Mexican flavors or those exploring new cheese varieties.



- ✓ **Oaxaca cheese is growing in popularity.** Its volume is growing at +21% vs. YAGO (past 52 weeks). Oaxaca cheese has seen a 48% increase in mentions on restaurant menus over the past four years.
- ✓ **Oaxaca cheese's stringy texture and excellent melting properties make it an ideal cheese sticks item**, offering a unique sensory experience compared to traditional mozzarella sticks. Oaxaca cheese has a slightly more buttery and salty flavor than mozzarella which will appeal to a wide audience.

## USES AND APPLICATIONS

- ✓ Strips format makes it easier to cook with this delicious cheese, great for snacking!
- ✓ It is especially popular roasted or baked in Mexican dishes. It is also excellent in quesadillas or stuffed peppers.

**Oaxaca string cheese will add a delicious twist to this popular snack category!**

Sources: <https://www.grandviewresearch.com/industry-analysis/us-cheese-sticks-market-report>, <https://www.grandviewresearch.com/industry-analysis/cheese-snacks-market-report>, Standard IRI /Circana– Multioutlet Last 52 weeks ending 11//2024

**GEOGRAPHIC DENOMINATION:** MEXICO - **TEXTURE:** SEMI SOFT - **FLAVOR:** LIGHTLY SALTED - **FORMATS:** STRING CHEESE STICKS



# OAXACA STRING CHEESE

Specs



CASE

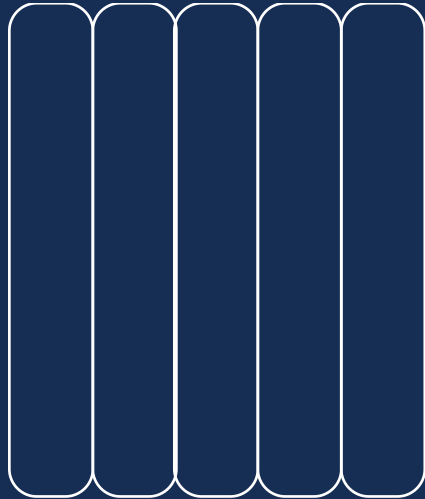
PALLET 48" X 40"

ITEM DESCRIPTION	PACK	SIZE (OZ)	CASE WT. (LBS.)	TI	HI	CASES PER PALLET	PALLET WEIGHT	ITEM DIMENSIONS (INCHES)	CASE DIMENSIONS H X W X L (INCHES)
Oaxaca String Cheese 8/8oz	8	8	4	45	9	405	1620	5" L X 3.5" W X .75" H	8.750 x 4.500 x 5.125

Packaging Formats And Nutritional




NUTRITIONAL FACTS		
OAXACA		
SERVING SIZE	1oz	(28g)
SERVINGS PER PACKAGE	VARIED	
AMOUNT PER SERVING		
CALORIES	80	
	% DAILY VALUE	
TOTAL FAT	5g	8%
SATURATED FAT	3g	15%
TRANS FAT	0g	0%
CHOLESTEROL	20mg	7%
SODIUM	100mg	4%
TOTAL CARBOHYDRATE	2g	0%
DIETARY FIBER	0g	0%
SUGARS	0g	0%
ADDED SUGARS	0g	0%
PROTEIN	7g	12%
VITAMIN D	0mcg	0%
CALCIUM	130mcg	10%
POTASSIUM	20mg	1%
IRON	0mg	0%
* THE % DAILY VALUE TELLS YOU HOW MUCH A NUTRIENT IN A SERVING OF FOOD CONTRIBUTES TO A DAILY DIET. 2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE		



### STRING CHEESE STICKS

CLEAR FILM WITH LABELS OR PRINTED FILM



INGREDIENTS: PASTEURIZED MILK, LACTIC ACID, SALT, ENZYMES. CONTAINS:MILK



## OUR MISSION

“

To delight our customers with the highest quality, most authentic Hispanic cheese and dairy products.

”

Mark Braun, CEO  
Hispanic Cheese Makers-Nuestro Queso

