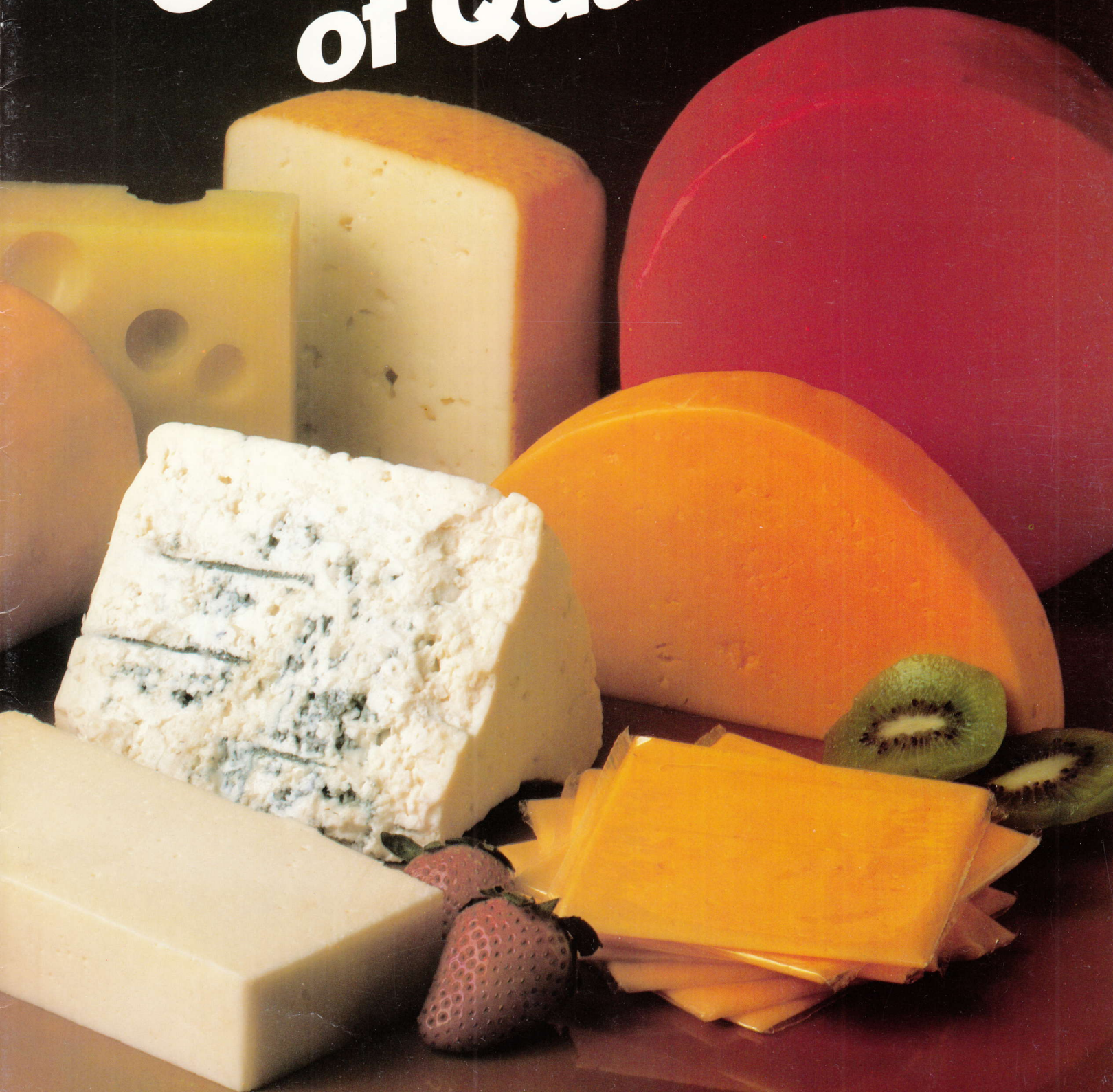




**Over 100 Years  
of Quality**







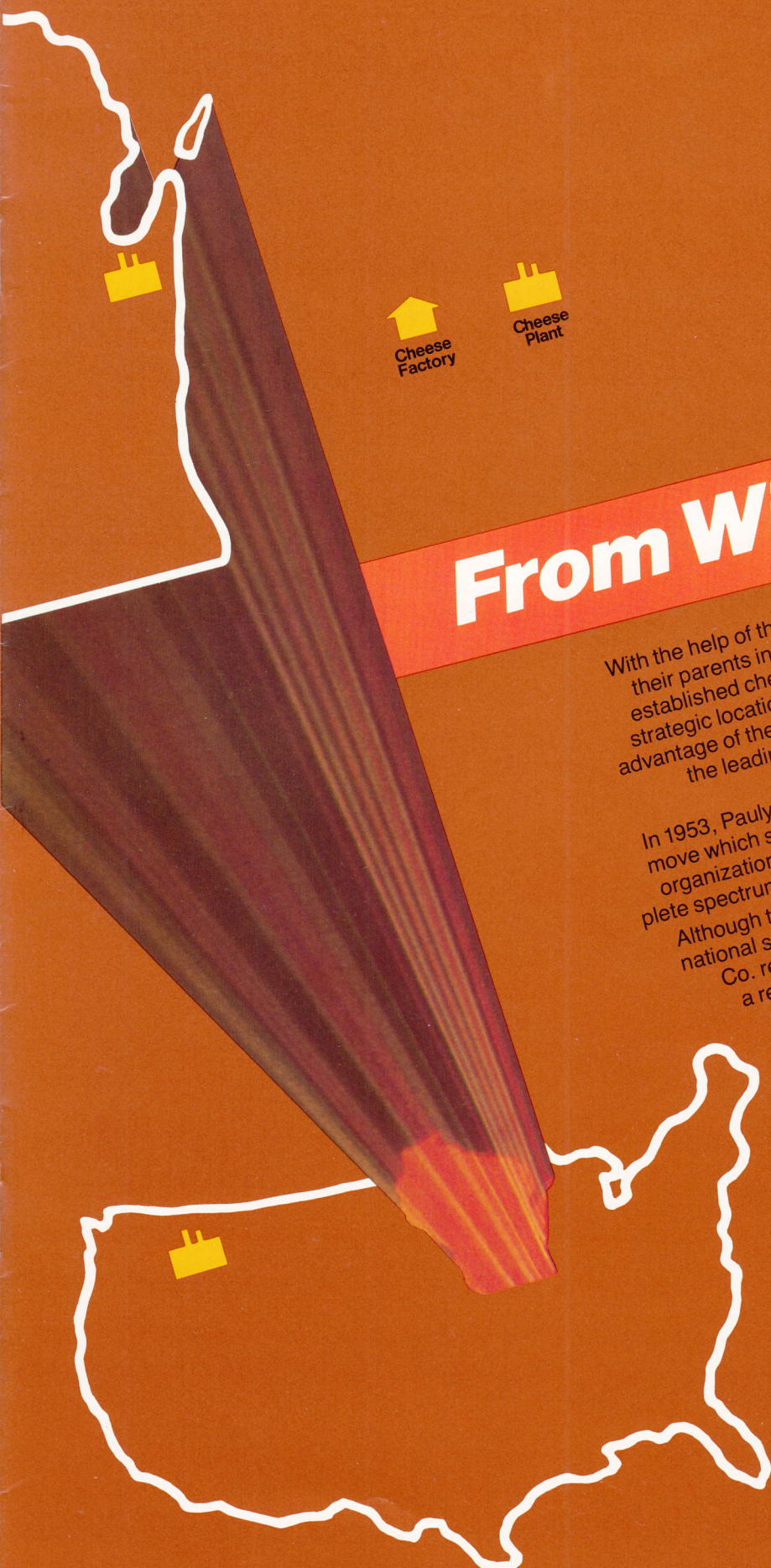
## Traditionally a Leader

The state of Wisconsin has gained renown as a great dairyland for a number of reasons: a favorable climate, fine dairy herds and the 19th century immigrants who brought their Old World skills to this New Land.

Typical of this breed was Nicholas Pauly who came from Luxemburg in 1868. First came his wagon-making shop near Milwaukee, then 10 years later, due to his wife's proficiency in the kitchen as a cheese maker, came the cheese factory. This was the first cheese factory in

Ozaukee County and Lucy Pauly became the first woman in Wisconsin, and probably in the country, to be a commercial cheese maker. The business was incorporated in 1909 as Pauly and Pauly, with headquarters in Manitowoc. Growth after 1910 was rapid and in 1947 the company moved its general office to Green Bay where it remains to this day.





Cheese  
Factory

Cheese  
Plant

# From Wisconsin...

With the help of their 10 children, seven of whom followed their parents into the cheese business, the Pauly family established cheese factories and warehouse facilities at strategic locations throughout the state. Pauly, still taking advantage of the natural assets that have made Wisconsin the leading dairy state, is now the oldest continuous cheese business in America.

In 1953, Pauly became a subsidiary of Swift & Company, a move which strengthened the traditionally forward-looking organization by providing a nationwide outlet for the complete spectrum of Wisconsin processed and natural cheese.

Although the Swift association offers the advantages of a national sales and marketing organization, Pauly Cheese Co. retains managerial and operational autonomy. As a result, Wisconsin's foremost cheese company can respond decisively to the demands and product needs of its customers.



# Modern Cheese Making Methods

The name Wisconsin on a package of cheese is synonymous with highest quality, superb flavor, proper texture and abundant variety. More than 100 types of natural cheeses are produced in Wisconsin to supply nearly half the nation's demand. Pauly of Wisconsin provides the best the state can offer—to the buying trade—to the consuming public. Pauly supplies its customers coast-to-coast from the modern facilities where the cheeses are made, cured, aged, processed and packaged.

The range of Pauly products includes all the basic groups of cheese: both domestic and foreign naturals; pasteurized process cheese, cheese foods, cheese spreads; cheese specialties; and cheese substitutes.

Fundamentally, the steps of cheese making are the same as they've been for centuries. The process begins with fresh milk to which is added a starter culture that determines the character of the cheese. This is followed by the addition of color in rennet which coagulates the milk.



## Pauly's Outstanding Processing

Process cheese is manufactured from natural cheese according to government standards. Process cheese delivers stability, high nutrition, more uniform texture and flavor, with more consistent melting and slicing properties. Cheeses of various characteristics are carefully selected and cooked together. Emulsifiers are added to stabilize the cheese, when the blend is judged to be just right, and then it's pasteurized. When cooking is completed the cheese is quick-chilled over chromium-plated steel rollers to lock in that fine Pauly of Wisconsin flavor. Each slice is cut from the quick-chilled ribbons . . . then precisely wrapped by a unique and exclusive Pauly patented method.

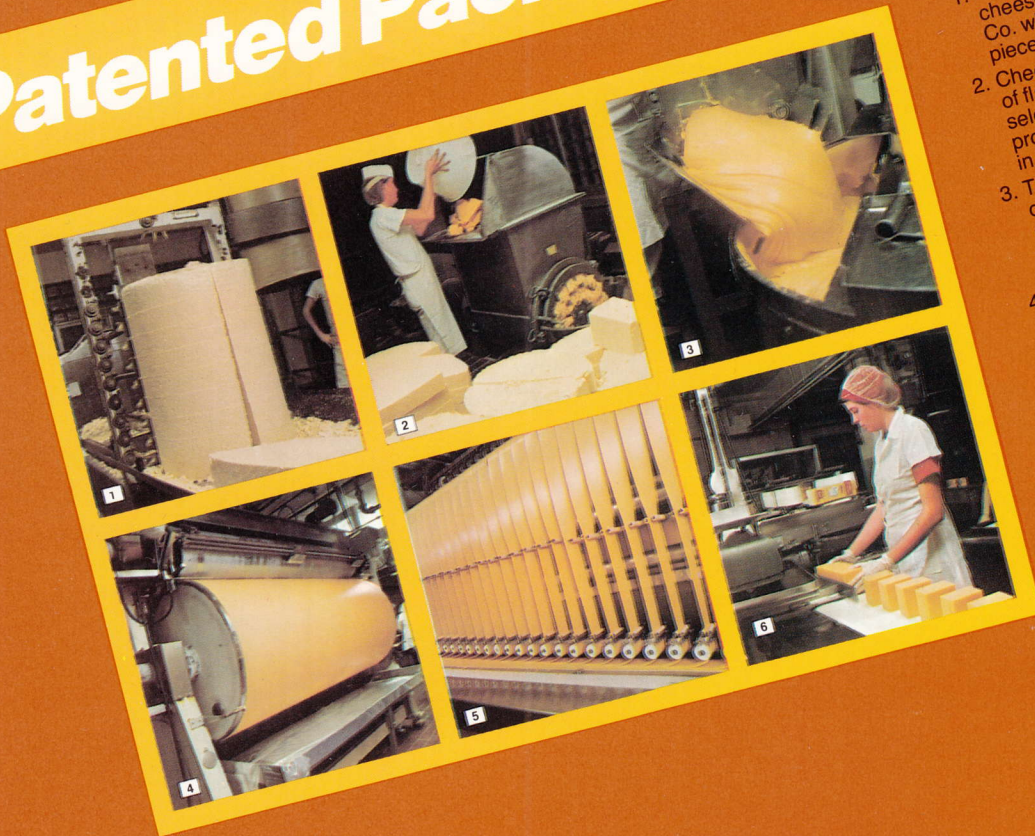
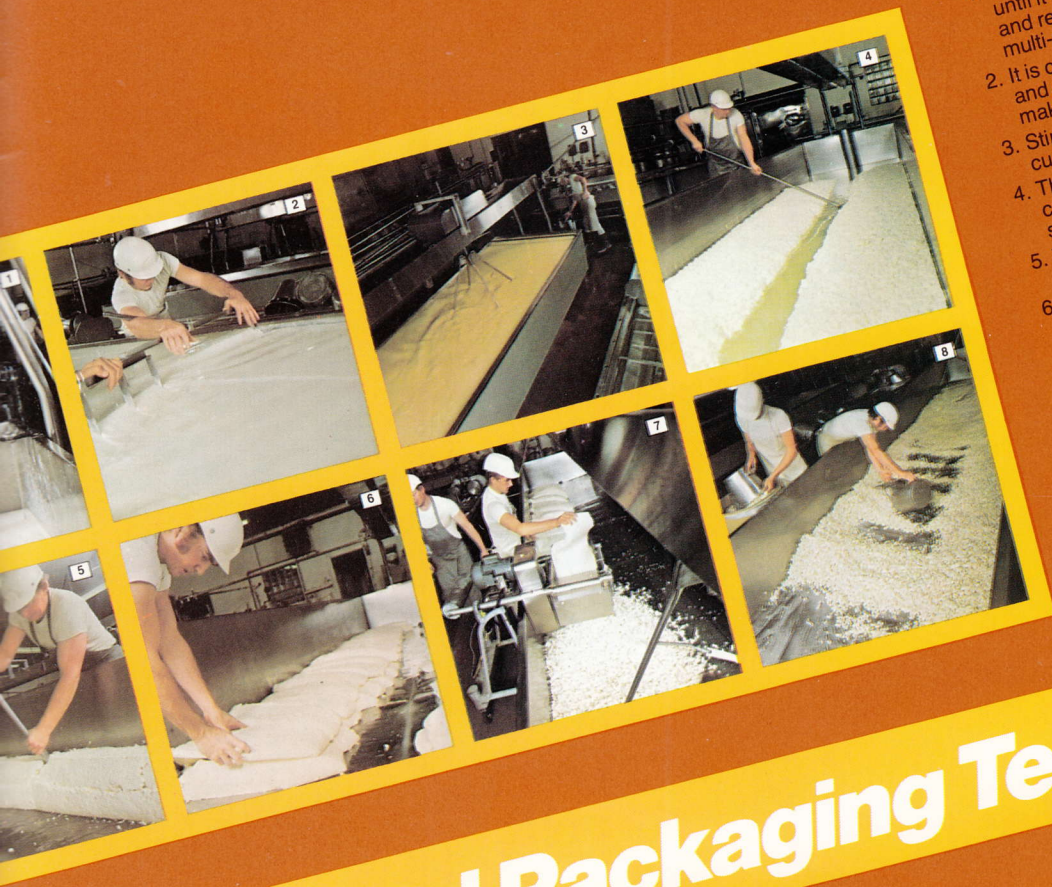
- Pauly's patented packaging method eliminates:
- Wrapper wrinkles in the slice.
  - The adhesion of soft cheese to the wrapper.
  - Cheese in wrapped edge seams which is waste to the consumer.
  - Cracking of the slice at the wrapper overlap opening fold.
  - Shiny plastic appearance of slice due to its being wrapped hot into the film.
- Extra effort and expense go into the packaging and shipping cases. Each dozen unit is packed in a heavy duty corrugated box, then shrink banded. (This provides perfectly shaped square packages, better keeping qualities, and minimum damage from the day of manufacture until purchased by the consumer at retail level.)



1. The milk curdles in the vat until it is like a large custard and ready to cut with special multi-wire curd knives.
2. It is cut once horizontally and once vertically which makes thousands of cubes.
3. Stirring continues while the curd is heating.
4. The whey is drained as the curd is packed against the sides of the vat.
5. The curd is then cut into slabs.
6. It is then turned and matted in a technique known as cheddaring.
7. The slabs are shredded and salt is added.
8. In the final process, the curd is scooped into 500-pound, plastic-lined barrels that are sealed and turned over for additional draining.

## & Patented Packaging Technique

1. First, 500-lb. barrels of properly aged cheese are received at Pauly Cheese Co. where they are cut into workable pieces.
2. Cheese of various ages and stages of flavor development are carefully selected and blended in the grinder to produce the desired flavor and texture in the finished product.
3. The cheese mixture, with salt and coloring added according to special formulas, is moved into a steam cooker. The emulsifiers are blended in as the recipe is heated to 165°F. or more.
4. The hot cheese flows over the quick-chill roll to assure that traditional Pauly of Wisconsin flavor.
5. Narrow ribbons of cheese move from the chill roll onto the belt to be cut into single slices.
6. Millions of slices are individually wrapped in protective packaging.





# Quality Assurance Along the Line...

## QUALITY CONTROL

Pauly of Wisconsin knows that any competing brand can meet minimum government quality standards. That's why Pauly consistently exceeds these requirements. Pauly continually monitors and tests its complete product line to maintain the highest levels of quality for their customers.

Quality control procedures also enable Pauly to give its customers individual service in blending and packaging whether it's for a pizza, an ingredient of a cheeseburger, or a private label package.

## RESEARCH AND DEVELOPMENT

To keep pace with technological developments of food processing, Swift maintains multimillion dollar research and development facilities in Oak Brook, Illinois.



## MERCHANDISING AND PROMOTIONAL SUPPORT

To maximize turnover and stimulate mutual growth, Pauly offers a complete and flexible program of merchandising services including profit makers such as co-op advertising and dealer allowances, attractive point-of-sale material including mobiles, display bases, price rail signs plus A.D.A. or Wisconsin Cheese Festival signs, all provided through Pauly sales representatives.

Pauly representatives also monitor warehouse stock, oversee proper rotation of product and temperature conditions, and communicate price changes.

## PAULY KEEPS IT SIMPLE.

Pauly meets the specific needs of all customers by offering completely individualized service. Whatever the needs of a retail customer, Pauly responds quickly through its sales representatives, brokers and distributors located in every major market. Pauly's broad line of cheeses enables customers to satisfy all their needs with one order to one sales representative. Orders are processed on a single delivery, single invoice basis. This eliminates costly paper work and follow-up inquiries.

Customers, including leading supermarket chains with both dairy and deli departments, wholesalers and distributors, appreciate Pauly's dependable weekly or bi-weekly deliveries and simplified accounting systems.

Since 1878, the foundation of Pauly's business has been a solid forward-looking program. The name Pauly meant then—as it does now—good business, good service, good cheese.



# Cheese Terminology

**Aging**—Or curing, is the process of holding cheeses in a carefully controlled environment to allow their micro-organisms to develop and (usually) accentuate the basic flavors of the cheeses.

**Barrel Cheese**—Natural cheese curds packed in 500-lb. barrels for use in making processed cheese.

**Block Cheese**—Natural cheese aged in 40-lb. blocks. Most retail natural cheese styles are cut from block cheese.

**Bulk Cheese**—Primary cheese style. "Bulk" can also refer to all sizes over 2 pounds.

**Cheddaring**—The process in making Cheddar cheese whereby slabs of matted curd are piled one on top of the other to promote drainage of whey and the development of the acidity which characterizes Cheddar cheese.

**Cold Pak**—A method of blending natural cheeses without the use of heat, thus without arresting the aging process.

**Cryovac**—Technically the name of the packaging material. It also stands for the process of using a vacuum, drawn against cheese encased in a bag, that inhibits the growth of oxygen-breathing mold thus preserving the freshness of the cheese.

**Curd**—The solids in coagulated or curdled milk from which the cheese is made.

**IWS**—The accepted abbreviation for "Individually Wrapped Slices" used to describe the single-sliced form of process cheese, cheese food and cheese spread that is wrapped in clear cellophane and normally packaged in an overwrap of cellophane for consumer purchase.

**Longhorn**—Natural Cheese made in long, 12 lb. cylinders. A very popular cheese style.

**Natural Cheese**—Made directly from milk by coagulating or curdling of milk, stirring and heating the curds, draining off the whey, collecting or pressing the curd.

**Paraffin**—The wax used to coat many natural cheeses to prevent excess mold growth and drying.

**Parakote**—Trade name for the wax coating over a clear wrapping material that is used primarily to protect loaf style process cheeses, foods and spreads and rindless natural cheeses such as blocks.

**Pasteurized Process (American) Cheese**—Or processed cheese, is a blend of natural cheeses that is heated ("pasteurized") in order to arrest the aging process.

**Pasteurized Processed Cheese Food**—Or cheese food, is made in the same manner as processed cheese with a higher moisture content and lower fat content requirement.

**Pasteurized Processed Cheese Spread**—Or cheese spread, is similar to cheese foods, but with a higher moisture content and a lower fat content. Cheese spread can also have a considerably greater volume of additives.

**Pre-Packaged Cheese**—Or cheese product, is similar to cheese spread, but with a higher moisture content and a lower fat content.

**Random Weight Cuts**—Method of cutting and packaging cheese in a variety of sizes and shapes. Normally, cheese prepared in this fashion is also automatically weighed, labelled and pre-priced at per-pound prices requested by retailer.

**Rennin**—The active enzyme in "rennet". Originally culled from calves' stomachs, rennet is now synthesized. It is added to the starter culture to help milk coagulate properly for the making of most cheese varieties.

**Salting**—Or brining, is the step in cheesemaking that, as the name implies, adds salt to the cheese. Depending on the cheese variety, the salt can be added while the cheese is in the curd form, or rubbed on after it is pressed. The cheese may also be soaked in a salt solution in addition to helping preserve the cheese, the salt slows bacterial action making it more controllable during aging.

**Stak-Pak**—Pauly portion controlled sliced process cheese style. Process cheese slices packaged in a single vertical stack—a Tab-Stak.

**Starter**—A culture normally made of varying percentages of lactic acids, bacteria or mold spores, enzymes for other micro-organisms and natural chemicals that speed and control the process of curdling milk for the cheesemaking process.

**Style**—Classification of a cheese by its size, shape and packaging.

**Tab-Stak**—Pauly exclusive portion controlled sliced process cheese packaging method. Slices are stacked offset, approximately 1/8" for quick, easy slice separation. All sliced Pauly process cheeses are packaged in Tab-Staks.

**Variety**—The generic name of a cheese by which it is most commonly identified such as Cheddar, Colby, or Blue.

**Wheel**—Natural cheese aged in 6 to 37 lb. wheels that are usually coated with paraffin. Major wheel styles are flat wheels (about 37 lbs.), daisy wheels (about 22 lbs.) and midget wheels (about 12 lbs.).

**Whey**—The thin, liquid residue which is separated from the curd in the cheesemaking process.

