

GEOGRAPHICAL INDICATION: IMERETIAN CHEESE

NUMBER OF REGISTRATION: 15

DATE OF REGISTRATION: 2012.01.24

PRODUCT NAME FOR WHICH THE REGISTRATION OF THE GEOGRAPHICAL INDICATION IS REQUESTED:

Class 29 – Cheeses

NAME AND ADDRESS OF THE APPLICANT:

Ministry of Agriculture of Georgia., 6, Marshal Gelovani ave., 0159, Tbilisi (GE)

DESCRIPTION OF THE FINISHED PRODUCT AND RAW MATERIAL:

The cheese IMERULI KVELI is produced from cow milk to which 20 % of buffalo or goat milk can be added.

THE FORM:

It has a shape of low cylinder with rounded sides and has no crust. The height is 3-5 cm.; diameter is 14-17 cm.; mass is 0.5-1.5 kg.

The same cheese, but with the shape of log:

Height is 6-7 cm, length is 18-20; width is 8-10 cm.

ORGANOLEPTIC CHARACTERISTICS:

IMERULI KVELI has a shrink surface, with the traces of a bag or a form. The color turns from white to yellow in the whole mass.

The cheese mass is uniform and dense. In its vertical cut there are various forms holes: round, oval and angular are admissible. The cheese also can be without holes.

It has a pure smell, taste of a cultured milk product and it is moderately salty.

Consistency is a little soft and elastic.

CONTENTS:

The milk from which the cheese IMERULI KVELI is prepared must meet the following requirements:

MILK ORIGIN	SPECIFIC WEIGHT	CONTENT OF LOW FAT AND DRY SUBSTANCE (%) no less than	FAT (%) no less than	ACID (°T) no more than
cow	1.027	8.1	3.6	20
mix	1.030	9.3	4.2	21

CHEESE IMERULI KVELI MUST MEET THE FOLLOWING REQUIREMENTS:

Humidity – no more than 52 %

Fat in the dry substance – no less than 45 %

Salt – 2 - 5 %

GEOGRAPHICAL AREA OF PRODUCTION:

Obtaining and processing of the milk for the cheese IMERULI KVELI production takes place in the region of Imereti.

Nevertheless, till January 1, 2021, it is admissible to use this name for cheese made in other Georgian regions with the same method.

After January 1, 2021, the cheese produced beyond Imereti region can be named as AKHALI KVELI and/or CHKINTI KVELI or another name.

PRODUCTION METHODS:

The milk fermentation temperature for the preparation of IMERULI KVELI is 32-34°C, 10-15 mm³ are received at the time of condensation. Mixing of granules takes place during 20-25 min, after which 30% lactoserum is removed and the cheese mass is heated for the second time at 37-41°C, during 10-15 min. after which the granules are stirred again.

The formation of the cheese IMERULI KVELI takes place by filling-up. Self-pressing in the forms takes place during 3-4 hours, after which it is moved to the brine of 16°C at the temperature of 8-12°C. Cheese realization is possible after a day following this process.

It is not recommended to store this cheese in the farm for more than 7 days.

SPECIFIC REQUIREMENTS FOR THE END PRODUCT LABELING:

The name IMERULI KVELI on the cheese packaging, as well as on its accompanying documents and advertising materials in foreign languages is placed in the following way:

By Latin font: IMERULI KVELI

By Russian font: ИМЕРУЛИ КВЕЛИ

PRODUCTION CONTROLLING AUTHORITY: Ministry of Agriculture of Georgia.