Registration number 72 Appellation of origin Cow cheese from Svrljig Description:

Cow-cheese from Svrljig is the full-fat soft cheese in brine where the pieces of cheese are of regular rectangle shape having dimensions 10-12 cm x 8-10 cm or they have the shape of the cut from the round form of similar dimensions having 3-5 cm of thickness. The weight of the piece is between 0,4 – 0,6 kg, color is white to yellowish white. The cut has the compact structure with little wholes or without them, the smell is mild, milky acid without foreign or unpleasant smells with pleasant taste of fermented cheese, not to salty or acid, without any bitterness. When chewing the cheese one feels the pleasant aroma and the creamy structure of the melting cheese. The contents of the milk acid in the dry matter is at least 49%, the contents of the kitchen salt is at the most 3%, Ph value is at least 4.5, and the contents of water in the matter lacking fat (VBMS) is at least 67%.

## Geographical area:

Cow cheese from Svrljig is produced exclusively on the territory of the municipality of Svrljig.