

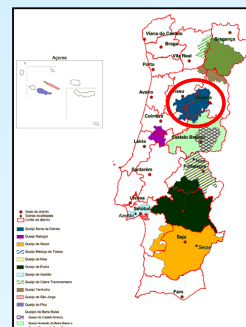
## Queijo Serra da Estrela

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Workshop: "Typical" products: Perception and consumption

## Queijo Serra Estrela - PDO

- Serra da Estrela ...
  - The whole region lies on the large Beira plateau, which has an agricultural climate characterized by long, cold and rainy winters, sometimes with snow, and hot and dry summers.
  - The natural pastures comprise spontaneous perennial grasses and the cultivated pastures are covered in white clover and subterranean clover, which give the ewe's milk and therefore the cheese, its unique flavour.



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## Ingredients

- Ewe's milk, from...
  - Bordaleira "Serra da Estrela"
  - Churra Mondegueira
- Salt
  - Milk
  - Milk + External
- Cynara cardunculus*, L (Cardoon/thistle)
  - Coagulation (0.2-0.3 g/L)



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## Production

- Non-pasteurized milk
- Coagulation with *Cynara cardunculus*, L.
- Slowly draining the curds
- Maturation/ripening
  - Low temperature (6 to 12°C)
  - High relative humidity (80-90%)
  - Minimum 30 days maturation
  - Recommended up to 45-60 days for safety reasons.



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## Sensory characteristics

- Shape
  - low cylinder with side camber and a little in the upper face
  - Blunt edges
  - Diameter: 15 to 20 cm
  - Height: 4 to 6 cm
  - 1.0 to 1.7 Kg
- Rind
  - soft
  - well formed/no defects
  - smooth and thin
  - straw-yellow color
  - Uniform color



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## Sensory characteristics

- Interior/Paste
  - Texture
    - Closed
    - Half-soft
    - Creamy
    - Buttery
  - Aspect
    - Grassy
    - With a few regular holes/eyes
  - Color
    - White or slightly yellow
    - Uniform



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## Sensory characteristics

- Flavour
  - Intense smell
  - Soft, clean “bouquet”
  - Slightly acidic
- Negative features
  - Salty
  - Acid
  - Soapy
  - Bitter
  - Unpleasant



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## Some “facts”

- Better “quoted” Portuguese cheese
- High perceived quality
  - Typical
  - Traditional
  - Non-industrial
  - ...
- Frequently purchased as a “high quality” gift
- Expensive
  - Lots of frauds
    - certification stamp
    - Use of milk from out of the region/country
    - ...

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## Some more facts

- First cheese to be protected in Portugal
  - “Região Demarcada” – 1985
  - PDO – 1994
- Portuguese Norm NP-1922 – 1985
  - Product definition
  - Including Sensory definition

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