

„მასწონი“/ ”MATSONI”

Registered in Georgia as an Geographical Indication

Registration N4, registration date: 24/01/2012¹

PRODUCT TYPE FOR WHICH REGISTRATION OF GEOGRAPHICAL INDICATION IS REQUESTED

PRODUCT TYPE: Food

PRODUCT CATEGORY: 1.4. - Other products of animal origin (eggs, honey, various dairy products except butter, etc.) - Cultured Milk Products.

NAME AND ADDRESS OF APPLICANT:

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

NAME: „მასწონი“/ ”MATSONI”

DESCRIPTION OF THE FINISHED PRODUCT AND RAW MATERIAL:

„მასწონი“/ ”MATSONI” is a Georgian traditional cultured milk product, which is prepared from the milk of cow, buffalo, goat, sometimes sheep or their mixing. The cultured milk fermentation gives the product named “Dedo”, which consists of bacterial strains, existed in the local area of Georgia.

„მასწონი“/ ”MATSONI” has a white color, equally dense condensed structure (permissible a few lactoserum inside). It has a specific, pleasant cultured milk taste and aroma.

Acidity of cow, goat and sheep „მასწონი“/ ”MATSONI” is 80-105°T, but of buffalo is 120-150°T.

GEOGRAPHICAL AREA OF PRODUCTION:

Obtaining, processing and fermentation of milk for „მასწონი“/ ”MATSONI” production takes place in the whole territory of Georgia. Fermentation for obtaining of cultured milk product occurs by the “Dedo” consisting of local bacteria strains.

¹ https://www.sakpatenti.gov.ge/en/state_registry/#

MILK CONTENTS:

The milk acidity for producing „მასწონი“/ “MATSONI” must not be more than 19°T, dense – no less than 1.030, but in the case, when the product is prepared from buffalo milk, the acidity must not be more than 25°T, and dense – no less than 1.035.

Milk condensation takes place at 41-45°C temperature. Condensation occurs with the “Dedo” of cultured milk bacteria consisting of: Thermopile and Mezophilic Streptococcus and Thermopile rods of „მასწონი“/ “MATSONI”. The 1-2 days „მასწონი“/ “MATSONI” can be used as the “Dedo”.

Condensation takes place at 41-45°C, during 3-4 hours. After obtaining the preferable acidity (70-75°T), „მასწონი“/ ”MATSONI” must be moved for cooling for 4-6°C and kept during 12-20 hours, after which it is ready for realization.

SPECIFIC REQUIREMENTS FOR THE END PRODUCT LABELING:

The name „მასწონი“/ “MATSONI” on its packaging, as well as on its accompanying documents and advertising materials in foreign languages is placed in the following way:

By Latin font: MATSONI

By Russian font: МАЦОНИ

PRODUCTION CONTROLLING AUTHORITY: Ministry of Agriculture of Georgia.