Velveeta Cheese Encyclopedia Article

Velveeta Cheese

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Velveeta Cheese

Introduced by Kraft Foods in 1928, this cheese food product is a blend of Colby and cheddar cheeses with emulsifiers and salt. The ingredients are heated until liquefied, squirted into aluminum foil packaging, and then allowed to cool into half-pound, one-pound, or two-pound bricks. Velveeta is part of a uniquely American group of highly processed foods, including such favorites as Spam and Jell-O, that have become the building blocks for a remarkably inexpensive though nutritionally dubious popular cuisine. Revered for its plastic-like meltability, it is a favored topping for macaroni, omelettes, and grilled sandwiches, though some prefer to eat it sliced. The single most popular brand of processed cheese, Velveeta controls some 20 percent of the $300 billion United States processed-cheese market (as well as another three percent with its "Lite" brand). Some of the most requested Velveeta recipes developed by Kraft include those for Cheese Fudge and Cheesy Broccoli Soup. In the 1980s, several pre-flavored Velveetas were introduced, including Mexican Salsa and Italian.