

Cottage cheese is back and all over TikTok—two dietitians explain why social media's obsessed

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Credit: Karolina Kaboompics/Pexels

You might remember cottage cheese from your childhood. Back then, it was considered "diet food." You ate it out of the tub, with celery or spread it on crackers for a low-calorie snack. Then cottage cheese [went out of fashion](#).

But cottage cheese is having a resurgence. In recent months, Google

searches for "cottage cheese" [have risen](#) to the highest levels since 2004.

Social media influencers have been promoting its benefits on TikTok and Instagram with hashtags such as #cottagecheese, #cottagecheeseforlife, and #cottagecheeserecipe. Sales of cottage cheese around the world have [skyrocketed](#).

Let's see why cottage cheese is having such a moment.

What is cottage cheese?

Cottage cheese is a fresh dairy cheese product with a mild flavor and a slightly tangy taste. It is made by curdling [cow's milk](#), then draining the whey, leaving behind the curds. These curds are usually small and lumpy, and the texture can vary from creamy to dry, depending on the amount of whey left in the cheese.

The term "cottage cheese" is said to have [originated](#) because the cheese was generally made in cottage-type houses from leftover milk, after making butter.

Cottage cheese is cheap, costing about [A\\$12 per kilogram](#) in the supermarket, similar to [ricotta cheese](#).

It's also surprisingly simple to make at home using freely available [recipes](#). All you need is milk, salt and a splash of vinegar.

We're using cottage cheese in new ways

It's difficult to know what started the latest cottage cheese trend. But the creativity of social media means people are sharing alternative ways to use cottage cheese, changing people's views from it being [boring and](#)

[lacking flavor](#) to it being [versatile and healthy](#).

People are spreading cottage cheese on toast and using it to make dishes such as porridge, dips, salads, bread and flatbreads. They're using it in cakes and scones, and in desserts such as mousse and ice cream.

Is cottage cheese healthy?

Compared with other cheeses, cottage cheese is low in fat and therefore energy (kilojoules or kJ). This makes it a smart choice for people looking to cut down on their daily energy intake.

For example, 100 grams of cottage cheese contains about [556kJ](#). The same amount of [cheddar](#) contains 1,254kJ and [Parmesan](#) 1,565kJ.

Many cheeses are rich in protein but they often contain higher amounts of kilojoules due to their fat content. But cottage cheese has substantial amounts of protein with fewer kilojoules.

This makes cottage cheese an ideal option for people aiming to maximize their protein intake without eating large amounts of kilojoules.

Some 100g of cottage cheese provides [17g protein](#). This is about the same found in [three eggs](#), 60g [chicken breast](#) or 320 milliliters (about 300g) [full-fat yogurt](#).

Cottage cheese also contains high levels of vitamin B12 (important for [healthy brain function](#)), riboflavin (supports [healthy skin and eyes](#)), phosphorus (helps [build strong bones and teeth](#)) and folate (essential for [cell growth](#)).

However, cottage cheese is lower in calcium compared with other cheeses. It contains just [89 milligrams per 100g](#). This compares with

Parmesan ([948mg](#)), haloumi ([620mg](#)) and ricotta ([170mg](#)).

You've convinced me. How can I use cottage cheese?

Beyond its excellent nutrition profile, the resurgence of cottage cheese is enabling people to experiment in the kitchen. Its neutral flavor and varied textures—ranging from smooth to chunky—makes it suitable for a range of dishes, from sweet to savory.

TikTok and Instagram have some great recipes. You could start with an old faithful recipe of [celery and cottage cheese](#), and work your way towards new options such as cottage cheese [ice cream](#).

The healthiest recipes will be those that combine cottage cheese with wholefoods such as fruits, vegetables, nuts and seeds, and lean protein sources.

For instance, you can make a cottage cheese [wrap](#) then fill it with vegetables and a lean source of protein (such as chicken or fish).

Other combinations include cottage cheese [salad dressings](#), [vegetable dips](#) and [egg salads](#).

Cottage cheese's rise in popularity is well deserved. Including more cottage [cheese](#) in your diet is a smart choice for getting a high dose of protein without adding processed ingredients or too much energy. Embrace the trend and get creative in the kitchen.

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