

June 2008



EDAM-MADE A DIFFERENCE
- Making Britain's lunchboxes healthy -

Since its launch last January, the EdamMade Campaign has invested heavily in promoting the health benefits of the Dutch cheese in the UK, in particular targeting parents with children and young adults who lunch out-of-home.

Recent consumer research conducted by Friesland Foods – the Dutch co-operative behind the EdamMade Campaign – revealed that many parents across the UK are struggling to cope with increasingly fussy children amid soaring food prices, with many only able to spend £1 a day on their children's lunchboxes.

A nationwide radio and digital campaign featuring celebrity chef and Edam brand ambassador Lesley Waters ran in May and, supported by the research, included recipe video pod casts and radio interviews that highlighted the versatility of Edam as a lunchbox ingredient and in particular the cost benefits of making your own lunch each day rather than relying on shop bought sandwiches and salads.

Elien Zwart-Dijkstra, Marketing Manager for Friesland Foods comments: 'Our research revealed that half of parents think nutrition was better when they were young so now that the credit crunch is biting, 65% of parents are giving their children exactly what they used to eat – a simple sandwich. Our campaign responds to this by positioning Edam as a versatile and healthy cheese for all the family, ensuring that Edam is front of mind with our target audience and the first sandwich filling choice at lunchtime. With 25% less fat than cheddar and an ideal source of calcium parents feel confident about incorporating Edam into their children's lunchboxes.'

The 2008 campaign also includes the launch of an Edam recipe booklet, trade presence at the Nantwich International Cheese Show in July and planned sponsorship with the Scouts Association.

The UK cheese market is now worth £2,070,202,000*. Edam is enjoying steady incline with retailers claiming a strong degree of appeal amongst young adults and young families.

The low fat cheese market is an important focus for Edam, particularly with it containing 25% less fat than cheddar and with consumers increasingly searching for low fat dairy alternatives at lunchtime Edam's success is set to continue. Edam is currently available in ball, wedge and sliced formats from all major retailers.

Visit www.edammade.co.uk for further information on Edam cheese.

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Notes to Editors

Data - TNS 52 w/e 18 May 08

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