



EDAM GETS KIDS BACK IN THE KITCHEN

With school cookery lessons a thing of the past and healthy eating more important than ever, there's even more reason to get your kids into cooking.

Dutch Edam believes that making food can be fun as well as tasty and that kids love learning about new flavours and new foods. To help educate kids and keep them active Edam has created a colourful new recipe booklet, packed full of simple, healthy recipe ideas to get the whole family experimenting in the kitchen.

A nutritious, natural cheese – Edam has a delicate taste and creamy texture that is an instant hit with kids and as a great source of calcium it's perfect for those growing bones too. Recent findings showed that children who eat three servings or more of cheese per week have a lower risk of tooth decay than those who eat no cheese.*

With 25% less fat than cheddar, Edam is the perfect ingredient for all the family to enjoy. Grate it, melt it, grill it or bake it – Edam cheese is so versatile you won't know when to stop!

So, take the fuss out of food and let the kids get their hands dirty for a change!

For more delicious Edam recipes, please visit our fantastic website

www.edammade.co.uk

* Findings published in the international dental journal, *Caries Research*.

For further recipes, logos, information or to request high res images, please contact the **Edam press office** on:

Lucy Lott – Tel: 020 7053 6006 / lucy.lott@beattiegroupp.com

Charlie Hollins – Tel: 020 7053 6414 / charlie.hollins@beattiegroupp.com

Notes to Editors

Edam Made for Scouts

This year Dutch Edam is joining forces with the Scouts Association to encourage healthy eating and educate children about the food they eat.

Dutch Edam will be sponsoring the Chef's Badge, offering Scouts from across the country the chance to learn about ingredients, cook and prepare a meal and have fun in the kitchen.

An informative activity pack will use tips, tasks and recipes to encourage the Scout groups to think about food hygiene, the origins of the food they eat and the importance of eating healthily.