



13 June 2008

EDAMMADE FOR NANTWICH

This year Friesland Foods Cheese is promoting the health credentials of Edam at the Nantwich International Cheese Show.

Edam's presence at the show (29th & 30th July 2008) is part of a year long UK wide campaign to promote the benefits of this mild, creamy cheese to young families.

The EDAMMADE campaign kicked off in May with a nationwide radio and digital promotion featuring celebrity chef and Edam brand ambassador Lesley Waters. The 2008 programme also includes the launch of an Edam recipe booklet and planned sponsorship with the Scouts Association.

Elien Zwart-Dijkstra, Marketing Manager for Friesland Foods, comments: 'The Nantwich show provides an excellent platform to highlight the versatility and health benefits of Edam cheese to the trade and consumers alike.'

For tastings and information on Dutch Edam and other Friesland Foods brands, visit stand no. 49 at the Nantwich International Cheese Show or www.frieslandfoods.com.



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