



Parents face challenge from kids as food prices soar

Parents across the UK are struggling to cope with their fussy children amid soaring food prices, with many only able to spend £1 a day on their children's lunchboxes, a survey reveals.

The research, commissioned by the EdamMade campaign, reveals that a massive three quarters of parents admitted to feeling increased pressure from their children as the credit crunch strikes. Parents in the North West are the worst off – with some forced to spend over £15 a week on their kids' lunchboxes to keep them happy and full up – more than four times the national average.

Despite their reputation for enjoying a diet of battered Mars bars and Irn-Bru, Scottish kids top the poll as the fussiest of them all, whilst two thirds of those surveyed admitting to including the same foods in their children's lunchbox from day to day to avoid a tantrum.

Parents in Yorkshire are the least likely to experiment with something new for fear of upsetting the children and parents in the North East actually said they feel pressured by their children to buy what *they* want to eat.

Over half of parents actually think that nutrition was better when they were young with the most popular packed lunch being a cheese sandwich. So, as the credit crunch bites 65% of parents are giving their children exactly what they used to eat – a simple sandwich. Making your own lunchboxes instead of relying on shop bought ones could save you over £6 every week.

An Edam cheese sandwich is a nostalgic and perfect choice for health-conscious parents with fussy children. It has 25% less fat than cheddar, is packed full of calcium for their growing bones and is great value for money.

For more information, tips and to download video podcasts of Lesley Waters recipe demonstrations, please visit www.edammade.co.uk

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Notes to Editors:

378 parents nationwide with children aged 5-16 years were surveyed as part of the research

Edam Facts

- Edam originates in Holland and is named after the Dutch port town of Edam, which is located just outside Amsterdam.
- The town of Edam is famous for its cheese market, between June and August every year. The town's residents dress in original costumes, display original cheese carriers and enact the traditional market.
- Dutch Edam is produced and ripened in the classic Dutch cheese making tradition, using milk from the famous piebald Frisian cows.
- It is ripened for four weeks to give it a delicate, mild taste with a delicious creamy texture. To ensure Edam retains its distinctive shape, it is regularly turned during the ripening process.
- Edam is easy to recognise thanks to its characteristic spherical shape and bright red rind. The protective red wax coating prevents the Edam from drying out.
- Edam is so versatile it can be sliced, grated, melted and eaten as a snack

For more information please visit www.edammade.co.uk