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

This year, Friesland Foods – the Dutch co-operative behind the EdamMade Campaign – is promoting the health credentials of Dutch Edam and positioning it as the versatile cheese for all the family.

With 25 per cent less fat than cheddar, Dutch Edam is a popular choice amongst customers in search of a healthier option. Also, a familiar childhood favourite means it has a loyal following with young adults and their families.

Following the success of the 2008 sponsorship, Dutch Edam will be continuing its support of the Chefs badge with the Scouts Association. The badge is for Beavers and Cub scouts, encouraging them to learn how to prepare and make a healthy balanced three course meal for all the family. In addition, activity packs provided to the groups will encourage them to think about food hygiene, the origins of the food they eat and the importance of eating healthily.

Elien Zwart-Dijkstra, Marketing Manager for Friesland Foods comments: 'One of our primary objectives is reaching those consumers who remember Edam from their childhood but have since lost touch with the product. By communicating the unique heritage of Dutch Edam, along with its health credentials and fantastic taste, we hope to encourage consumers to reintroduce it into their family's diet.'

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.