

For immediate release:



GOING 'DUTCH' ON BILL KILLS ROMANCE

Splitting the bill on a first date can be a relationship deal breaker, as a survey revealed 73% of respondents only offered to split the bill out of mere politeness but were shocked when the offer was accepted.

Commissioned by Original Dutch Edam, the survey also discovered that 80% have gone 'Dutch' on the bill, whilst 23% have never gone down this route.

The recession doesn't appear to have put people off splashing the cash on a first date, with 65% confessing they'd be willing to pay anything from £50 up to £100. But fellas, be warned, 8% of women admitted they'd spend nothing as they wanted to be wined and dined.

And that's not the only area to be scrutinised on a first date: 65% of respondents said that they would reconsider going on a second date with someone that ordered a salad and only picked at their food, with 19% admitting they'd feel uncomfortable to choose something different from their date and give in to order a salad too.

Meeting in a bar or a mid-range restaurant was the most popular choice with 35% voting them as their first date destination, whilst 38% would brave their kitchen and cook a meal.

A spokesperson for Original Dutch Edam wedge and ball said: "It seems despite living in modern times, women still expect their date to pick up the bill and show them a good time. It is refreshing, however, to see that girls needn't feel pressurised to order a salad – they should order exactly what they fancy!"

For your portion of cheese this Valentine's Day, try one of Original Dutch Edam's tasty recipes at www.edammade.co.uk

For further information please contact:

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Notes to Editors

- Original Dutch Edam contains 25% less fat and 14% more calcium than cheddar
- Flavours in the range include: Mild Edam, Edam Light and Edam with Chillies
- Prices start from £1.30 for a 230g wedge