

For immediate release



FAMILY SECRETS REVEALED OVER CHRISTMAS CHEESEBOARD

Forget blaming the alcohol this Christmas; a survey by Dutch Edam wedge and ball shows that nearly a third of people love to let the secrets slip over their festive cheeseboard with relatives being their favourite topic of conversation.

According to the survey, 43% of people find they have a good old gossip about the family at the end of the Christmas meal, whilst sampling their favourite and new cheeses. Unsurprisingly but perhaps ironically, religion still proves to be an unpopular choice of conversation with a mere 8% discussing the topic on the celebratory day of Jesus' birth. People also wanted to keep conversation light and happy steering away from discussion about past loves with a minor 6% broaching the topic.

The research revealed the festive season brings out the adventurous taste buds amongst cheese lovers, with 25% of respondents strongly agreeing they like to add unusual cheeses or those they've never sampled before to their Christmas cheeseboard.

A spokesperson for Dutch Edam wedge and ball said: "It was really interesting to discover family secrets are the chosen topic over the cheeseboard. By the time people settle down to taste the cheese selection, they will have relaxed within their group and gone past the polite, pleasant conversation and it is inevitable they will delve in to more interesting conversation, such as family gossip."

So this year why don't you add a wedge of Original Dutch Edam to your Christmas cheeseboard and sit back as the family secrets are unveiled.

To find out more or try tasty Edam recipes go to www.edammade.co.uk

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