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EDAM-MADE IN HOLLAND - HOW DUTCH CHEESE IS MAKING A UK COMEBACK -

How is continental cheese marketing and positioning itself to appeal to modern shoppers?

Since its launch in January 2007, the EdamMade Campaign has invested heavily in promoting the health benefits of the Dutch cheese in the UK, positioning itself as a low fat alternative to other hard cheeses – with 25% less fat and 14% more calcium than mild cheddar.

Edam's 2009 marketing campaign targets families with young children, communicating key health messages to parents who remember Edam from their own childhoods and ensuring that Edam is front of mind, especially when it comes to lunchtime.

Recent consumer research conducted by FrieslandCampina, Dutch co-operative behind the EdamMade Campaign – revealed that many parents across the UK are struggling to cope with increasingly fussy children especially amid soaring food prices, with many only able to spend £1 a day on their children's lunchboxes.

Elien Zwart-Dijkstra, Marketing Manager for FrieslandCampina comments: 'Our research revealed that half of parents think nutrition was better when they were young which has resulted in 65% of parents going back to basics to save money and giving their children the foods they used to eat, with a simple cheese sandwich being a popular choice. Our campaign responds to consumer needs by positioning Edam as the healthier cheese with a mild taste that kids will love.'

showcases the versatility of Edam with a selection of recipes for different meal occasions, encouraging consumers to cook with Edam in all its different formats - wedges, grated and sliced.

The total UK cheese market is now worth £*. Edam is enjoying steady incline with retailers claiming a strong degree of appeal amongst young adults and young families.

Visit www.edammade.co.uk for further information on Edam cheese.

Notes to Editors

*Data - TNS

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