



FOR IMMEDIATE RELEASE

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JIMMY NAIL POPS IN FOR A CUPPA AS PRIMULA RAISES MONEY FOR FACT

Gateshead-based squeezey cheese connoisseurs, Primula, hosted its first FACT Great North Cancer Coffee Morning last week with Geordie TV legend Jimmy Nail joining in the fun at its head office and factory at Team Valley.

The *Aufwiedersehen Pet* star, who is a supporter of FACT Cancer Support, joined colleagues as they had a natter over a cup of coffee and a cake. Throughout the day, staff at Primula took part in several games and had the chance to buy cakes baked and prepared by the senior management team, as well as their fellow Primula colleagues, as part of a Great Primula Bake Off challenge.

Overall, Primula raised £420.44 for the charity, which offers help, support and social opportunities for people going through the cancer journey and their families and friends.

Lisa Thornton, Head of Marketing at Primula, said: "We're delighted to kick off our support of FACT's Great North Cancer Coffee Morning and were thrilled when Geordie legend Jimmy Nail popped by for a cuppa and natter with our colleagues, helping us raise hundreds of pounds.

"Charity is at the heart of everything we do at Primula. We're owned by a charitable trust, meaning our profits are donated to good causes worldwide and as part of that we're passionate about supporting local causes right on our doorstep.

“We’re really proud to have supported the great work carried out by the FACT team for a number of years now and are already looking forward to our Great North Cancer Coffee Morning next year!”

This is the first year of Primula’s three-year sponsorship for FACT’s Great North Cancer Coffee Mornings which aims to raise awareness of the charity and the work it carries out across workplaces, schools and homes.

Primula Cheese is owned by the charitable Kavli Trust, which donates its profits to charities and good causes across the UK and around the world.

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For further information, please contact press@kavli.co.uk or call 0191 497 0145.

Notes to editors

About Primula

Primula is part of the Kavli Group and has been a leading family brand for more than 90 years. Most famous for its cheese tubes, Primula was first created in 1924 and is now the only spreadable cheese produced in the UK.

The squeezy cheese range consists of Original Cheese, Cheese ‘n’ Chives, Cheese ‘n’ Ham, Cheese ‘n’ Prawns, Cheese ‘n’ Smoked Salmon, Cheese ‘n’ Jalapeños, Cheese ‘n’ Paprika, Cheese ‘n’ Peri Peri and Light Cheese. Primula also has a range of tubs and dips.

The Kavli Group is owned by the Kavli Trust, a charitable organisation based in Norway which supports humanitarian work, research and culture in the UK and around the world.

In the UK, the Kavli Group also owns St Helen’s Farm, the UK’s largest goats’ milk producer, and Castle MacLellan, renowned for its high-quality range of pâtés.