



**FOR IMMEDIATE RELEASE**

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## PRIMULA CHEESE TAKES THE NATION INSIDE THE FACTORY

The nation got a sneak peek into the world of spreadable cheese tubes last night (26 March) as Primula Cheese was the star of the show on BBC's Inside the Factory.

Gregg Wallace, best-known for his role as a judge on MasterChef, and TV presenter Cherry Healey were given exclusive access to the cheese factory in Gateshead last summer, where 3,000 tonnes of spreadable cheese is produced every year.

In scenes aired on BBC Two last night, viewers saw what happened when Gregg followed the production of Primula Cheese 'n' Jalapeños, from a 28,000-litre delivery of milk to 5,400 cheese tubes. Gregg chopped 344 kilos of cheddar and gouda to make the base for his cheese, before blending it with whey, water and jalapeños to keep it soft and spreadable.

Meanwhile, Cherry Healey found out how bacteria are responsible for the huge variety in smell, taste and appearance of different types of cheese, as well as learnt the scientific rules for making perfect cheese on toast. Historian Ruth Goodman also featured in the show, looking at how cheddar became the predominant hard cheese choice of the world.

Paul Lewney, Managing Director at Primula, said: "It was an absolute pleasure hosting Gregg, Cherry and the crew at Primula and I'm sure they had as much fun following our Primula Cheese 'n' Jalapeños production as we did.

“We’re very excited about our new Flavour Burst range, which targets a younger audience and includes Paprika and Peri Peri, as well as Jalapeños, providing a great as an alternative to grated cheese.

“We’ve come across so many people over the years who don’t understand how we’re able to get real cheese and other fresh ingredients into our tubes, so we can’t wait for viewers to see just what goes into making Primula Cheese.

“We’re really proud of our team, our operations and our fantastic products that are all made right here in the North East and we were delighted to be given this opportunity to show the nation just how much hard work is put in to producing their favourite spreadable cheese.”

Primula Cheese has been around for almost 100 years, launching as the world’s first spreadable cheese in 1924. Five years later, Primula made its way to the UK and has been squeezing its way into the nation’s hearts ever since.

Primula’s pride in its Gateshead factory home has recently been reflected in its brand-new look. As part of a modern design refresh, Primula introduced the Union Jack on to its tubes to highlight that its proudly made in Britain.

Now in its fourth series, Inside the Factory has profiled the operations of some of the UK’s best-known food and drink brands.

Inside the Factory with Primula Cheese is now available to watch on the BBC iPlayer.

**- Ends -**

For further information, please contact [press@kavli.co.uk](mailto: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 squeezezy 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.