



FOR IMMEDIATE RELEASE

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LOVE TO SHARE

PRIMULA CHEESE UNVEILS HEART WARMING TV AD TO HIGHLIGHT THAT ALL PROFITS GO TO CHARITY

Primula Cheese has launched its latest marketing campaign 'Love to Share', which features a brand-new TV ad, highlighting the company's unique charitable ownership.

The film, which debuted on 25 May, will air on ITV1 for four weeks and mixes both live action and animation.

Targeted at busy families, the ad aims to let customers know that they have unknowingly been doing good for those who need it the most every time they've picked up a tube of Primula Cheese.

Few know that **all** profits from the sale of Primula Cheese that aren't reinvested into the business go to charities and good causes both internationally and here in the UK through the company's sole owner, the Kavli Trust.

In 1962, the Kavli Trust was established to continue Primula's family owner's social responsibility and charity work. Since then, £63.1 million has been donated to causes around the world, with £46.3 million of that being donated in the last eight years alone. Last year, the Trust donated £10 million.

Head of Marketing at Primula Cheese, Lisa Thornton, said: "We're really excited about our ad going live today. Our Kavli Trust story isn't one we've shouted from the rooftops in the past – we've always worked quietly in the background on this but now it's time for this to shine.

"I think it's really important to communicate that **all** our profits are given to good causes. I think that's a pretty unique business structure – there are plenty of businesses out there that do great things for charity, but very few give everything away and that's something we're incredibly proud of.

“People have been buying and enjoying Primula Cheese for generations and, as a caring and considerate nation, we feel they’ll be really proud to know that the cheese they’re using to whip up their delicious family meals is helping good causes around the world.”

The ad, and some of the supporting films that make up Primula’s digital campaign over the new few weeks, aims to show exactly where the money donated goes, whether it’s supporting education overseas, contributing to the care of cancer patients, or to getting young people into employment.

Alongside its international work, the Kavi Trust also allocates funds for each Kavli site to donate to charity projects that benefit the local community which are nominated by colleagues. A combined figure of £102,000 has been donated in the past six months to five charities and good causes in the North East, home to Primula’s Gateshead base.

The ad can be viewed at www.primula.co.uk/love-to-share/

- Ends -

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

Notes to editors

Projects in the UK currently supported by the Kavli Trust includes Washington Mind, Salvation Army, The Key, Partnership for Children, New Writing North, Curious Monkey, The Sage Gateshead, and internet-delivered CBT services for adolescents in Manchester.

Local donations made in the North East by Primula in the past six months are:

- **4Louis** – this is a Sunderland-based charity set up to support families affected by miscarriage, still birth and child death. **£20,000** has been donated to help with the purchase of memory boxes, cuddle cots and cuddle blankets
- **St Bede’s Palliative Care Unit** – a local palliative care unit at the Queen Elizabeth Hospital in Gateshead. **£25,000** has been donated to fund a brand-new therapy room and redesign of its garden
- **Jack’s Journey** – The charity which supports families dealing with a childhood cancer diagnosis received **£20,000** towards the purchase of a new caravan in the North East to help extend the services it offers to families
- **Cheesy Waffles Project** – a Durham-based charity that delivers clubs and activities for young people aged 7 – 35 with learning disabilities. **£15,000** has been donated to enable the charity to purchase a ‘Skills House’
- **South Street Community Primary School** – we donated **£22,000** to the Gateshead school for a full replacement of its playground equipment

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' 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; Castle MacLellan, renowned for its high-quality range of pâtés; and beanit, a brand-new plant-based protein.

About the Kavli Trust

The Kavli Trust was set up by the Kavli family in 1962 to carry forward the philanthropic work of its founders.

Headquartered in Norway, the Kavli Trust owns the Kavli Group, which provides the funds to donate to many worthwhile causes in the UK and worldwide. Part of the profits from the Kavli Group are reinvested in strengthening and developing the group's operations, while the remainder is donated to good causes in research, cultural and humanitarian work.

Kavli UK owns Primula, famous for its squeezezy cheese range; St Helen's Farm, the UK's largest goats' milk producer; Castle MacLellan, renowned for its high-quality range of pâtés; and beanit, a brand-new plant-based protein range.

Since it was founded in 1962, £63.1 million has been donated to charities and good causes around the world, £10 million of which was donated in 2019.