



FOR IMMEDIATE RELEASE

11 March 2019

PRIMULA CHEESE LAUNCHES BRAND-NEW FLAVOURS

Primula Cheese has today (11 March) announced two brand-new flavours that will be added to its Flavour Burst range, satisfying the taste buds of our cheese-loving nation.

Primula Cheese 'n' Paprika, which combines the smoky spice with Primula Cheese, and Primula Cheese 'n' Peri Peri, which boasts a super spicy flavour with added lemon, will join the incredibly popular Primula Cheese 'n' Jalapeños in the range that adds an intense, cheesy kick to meals.

With three options now included in the Flavour Burst range, each one has been graded on its spiciness. Paprika delivers one-chilli heat, Jalapeño delivers two, and Peri Peri packs the biggest punch with a three-chilli rating.

Lisa Thornton, Head of Marketing at Primula, said: "We're delighted to launch our brand-new flavours this week. Our customers love experimenting with a variety of flavours, using our cheese to liven up their everyday meals, and I'm confident both Paprika and Peri Peri will be firm fridge favourites in no time.

"By adding these new flavours to our much-loved Flavour Burst range, we're recognising that customers want a choice when it comes to their fiery accompaniments. Primula Cheese 'n' Jalapeños has been so successful since its launch early last year and now our milder, smoky Paprika and powerful Peri Peri can also be on hand when reaching for an added cheesy kick for tacos, fajitas, burgers and much more."

Shoppers will find the newest Paprika tubes in Morrisons stores across the country and are encouraged to keep their eyes peeled for an announcement on Peri Peri's new home soon.

These new products add to Primula's overall growing collection of flavours which already include the classic Original Cheese, Cheese 'n' Jalapenos, Cheese 'n' Chives, Cheese 'n' Ham, Cheese 'n' Prawns, Cheese 'n' Smoked Salmon and Light Cheese.

- Ends -

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

Notes to editors

Primula Cheese 'n' Paprika is available in store and online with Morrisons. An announcement will be made regarding Primula Cheese with Peri Peri distribution in due course.

Other flavours of Primula Cheese are available at selected Morrisons, Tesco, ASDA, Sainsbury's, Iceland and Co-Op stores, as well as online at Ocado.

RRP £1.45.

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 squeezable 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.