



PRESS RELEASE

For immediate release

London debut for Dragon Cheddar at International Food Exhibition

South Caernarfon Creameries will be swapping the rolling hills of north Wales for the urban landscape of London when their Dragon Cheddar is officially launched at the International Food Exhibition in London on 22nd March (stand N1506).

Dragon Cheddar will take centre stage on South Caernarfon's stand during the four day trade show, with particular focus to the heritage and provenance of both the brand and cheese. The Welsh Slate Aged Cavern Cheddar has been developed in partnership with Llechwedd Slates Caverns and the entire process highlights the Welsh heritage of the cheese. The cheese is made from Welsh milk produced by the creamery's member farmers and then goes on to adopt a very traditional maturing method. The cheese is transported from the creameries' Chwilog base to the Slate Cavern in Blaenau Ffestiniog and left to mature 500 feet underground. This maturation process, believed to be in the steepest mining maturation caverns, adds unique characteristics to the cheese; a firmer body and depth of flavour with rich savoury notes and a fabulous eating quality.

The cheese is presented in a 200g pack and 1.2kg waxed deli block under South Caernarfon Creameries' own Dragon brand.

Alan Wyn-Jones, Managing Director at South Caernarfon Creameries said "IFE will provide the perfect platform for the Welsh Slate Aged Cavern Cheddar to be launched to the international trade. The International Food Exhibition is a key trade show within the food industry as it attracts buyers from across the globe and covers all sectors including retail, food service and export. Our key objective is to extend Dragon sales beyond Wales and to open up new sales channels within the retail and food service sectors. We also have an ambition to continue to grow the Dragon brand internationally. Welsh Slate Aged Cavern Cheddar has such a point of difference that we are confident there will be huge interest at the show."



Ends

Photo/Filming/Interview Opportunities:

- Interviews with South Caernarfon Creameries representatives (available bi-lingual: English & Welsh)
- Cheese making
- Cheese maturing underground
- Cheese transported by mine trains from the mines

Additional Opportunities:

- Photographic library including images of the Creamery, product
- Archive images of the Creamery (black and white)
- Recipe ideas
- Cheese sampling

For further press information, please contact:

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