



## **A Family of Cheeses – Bursting with Character** Snowdonia Cheese Company Develops World-wide Presence

Authenticity, quality and a proud Welsh tradition are key aspects of Snowdonia Cheese Company's family of ten premium cheeses. Created among the stunning valleys, lakes and mountains of North Wales, the company has over the past seventeen years, firmly established a strong presence on the global stage, as a premium cheese brand to watch.



**Snowdonia Cheese Company's New Look Truckles**

Each perfectly wax enrobed truckle is bursting with individual character. The iconic and multi-award winning Black Bomber has gained a reputation as a true modern classic. This Extra Mature Cheddar, accompanied by Green Thunder and Red Devil, formed the original line up, that proved to be Snowdonia's platform to success. Today, the company offers ten distinctive cheeses – each with its own unique flavour and personality.

### **Made with pride**

Snowdonia Cheese Company was founded in 2001 by a group of local dairy farmers. Since launch, Snowdonia has gone on to develop a comprehensive range of award-winning cheeses. In less than two decades, Snowdonia has established itself as an essential cheese brand in the UK's speciality food sector; supplying 200g-400g truckles and 2-3kg wheels to both farm shops and delis and top tier foodservice operators throughout the UK and in 24 international territories.

Commercial Director for Snowdonia Cheese Company, Richard Newton-Jones comments: *“Exports have become a significant part of the business. We have an ambitious plan to continue to grow cheese exports around the world. Our presence in the market is strengthened through innovative NPD, consistent awards success and by highlighting our exceptional points of difference. This is an exciting time for Snowdonia and we're delighted to be showcasing our new look truckles at Salon du Fromage 2018.”*

## New Look Truckles

Enrobed in their vibrant, luxury wax, each eye-catching truckle now showcases a newly launched header label. Featuring superior gold foil and beautiful embossing, the truckle labels depict an illustration of Wales' highest peak and familiar red dragon - demonstrating the company's provenance. Designed to reflect Snowdonia's brand values, the new, larger header conveys their rich heritage and emphasises key selling points to customers.

## An Awarding Winning Range

With the finest ingredients and care, Snowdonia has since 2001 developed an exceptional range of delicious, flavoursome truckles.

- **Black Bomber** – A multi-award winning modern classic. This creamy and smooth extra mature Cheddar is loved for its deliciously moreish and long-lasting depth of flavour – no wonder its been voted Best British Cheese Brand three times.
- **Red Storm** – Typically aged for 18 months, the result is a complex and intensely flavoured cheese with a satisfyingly crumbly texture. Capturing rich caramel notes and the sweet, nutty essence of a traditional Red Leicester cheese.
- **Green Thunder** – A perfect balance of mature Cheddar, garlic and herbs. Each flavour compliments without taking over, creating a delicious savoury experience.
- **Beechwood** – A mature Cheddar with subtle, smoky hues notes of Beechwood throughout, this cheese really captivates, with mellow depth and warmth. A Great Taste Award winner, as well as, a Global Cheese Awards and British Cheese Awards Gold medal winner.
- **Red Devil** – A classic savoury Red Leicester warmed with a judicious hit of chilli. It adds a depth of flavour and an intriguing heat. This cheese is a Gold winner at the Nantwich International Cheese Awards.
- **Pickle Power** – A mature cheddar with savoury chunks of pickled onion. Inspired by the traditional British Ploughman's Lunch. Bronze medal winner at the British Cheese Awards.
- **Bouncing Berry** – A mature white Cheddar with bursts of real cranberries throughout – light, fruity and moreishly creamy. Awarded gold at the 2017 British Cheese Awards
- **Ruby Mist** – A silky smooth mature Cheddar with rich, warming hints of Port and Brandy - a sophisticated Christmas accompaniment. Awarded gold at the 2017 British Cheese Awards.
- **Amber Mist** – A grown up pairing of mature Cheddar and a generous splash of Scotch whisky. The warming smoky peat tones from the whisky make this cheese an ideal accompaniment to a festive tittle.
- **Ginger Spice** – A rich creamy Cheddar perfectly complemented by sweet crystalised stem ginger. This luxurious combination of flavours and textures makes the perfect dessert cheese.

**ENDS**

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