



EUROPEAN CHEESE CULTURE

Past, present and future

9 out of 10 adults eat
cheese > 1/week

8 out of 10 children

Cushendun, Co. Antrim



Lunchtime	66
Tea time	52
Supper	45
Snack	44
Breakfast	17



Giant's causeway

Sandwich	66
Melted on bread	50
Cooking	44
Salads	37
End of meal	17



A scenic view of a suspension bridge over a canyon. A person is walking across the bridge, which is made of wooden planks and metal cables. The canyon walls are steep and covered in green vegetation. The sky is blue with some clouds. The overall scene is peaceful and scenic.

Cheddar	96
Brie	15
Cream	14
Mozzarella	13
Strings	11
Blue	10
Red Leicester	10

A scenic landscape featuring rolling green hills and a large, prominent conical hill in the distance. The foreground shows sheep grazing on a grassy slope. The sky is clear and blue. The text is overlaid in the center of the image.

Children like cheese
Cooking more with cheese
Good source of protein

A green tractor is positioned in the center of a large field of cut hay. Two large black hay bales are visible on either side of the tractor. In the background, there is a large, leafy tree on the left and rolling hills under a blue sky with scattered white clouds. The text is overlaid on the right side of the image.

Cheese is functional
= protein
= convenience
= versatile
= enjoyment

Cheese = taste

**“I find that if I eat cheese late at
night I dream more”**

1 in 5





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Past, present and future

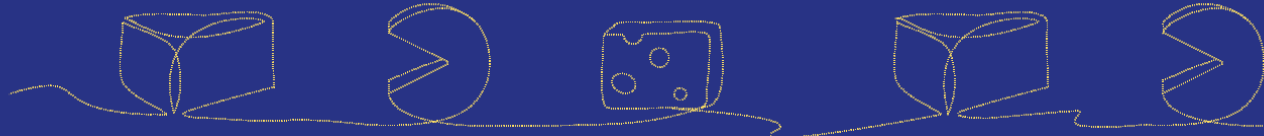
*Cheese
up
your life!*



**“You’re not French if
you don’t eat cheese”**

NI 9 out of 10

**Denmark and Ireland
9 out of 10**



Denmark

Breakfast

France
Ireland
NI

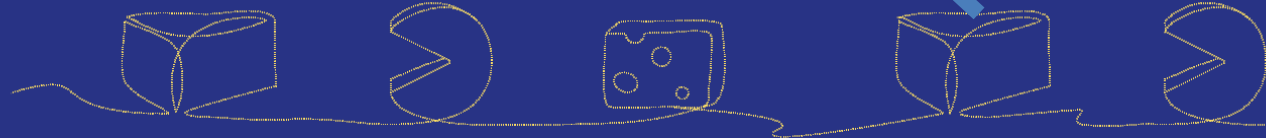
Lunch

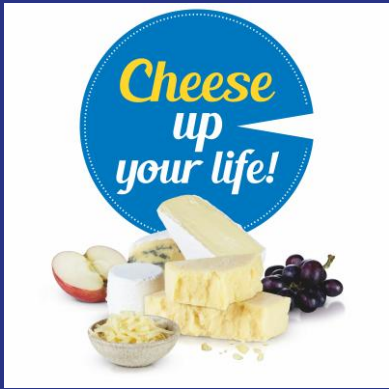
Northern
Ireland

Tea-time

France

Supper





France

End of meal

NI

Salads

Ireland

France

France

NI

Cooking

Ireland

Snack

Ireland

Ireland

NI

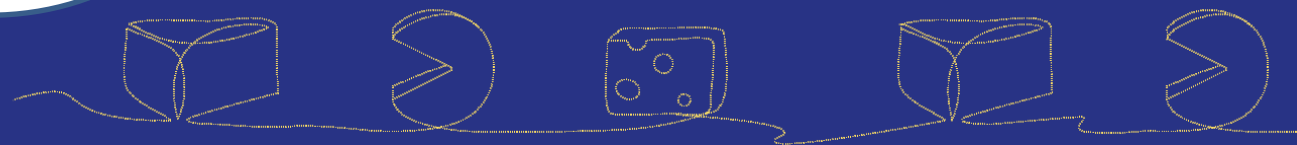
Melted on toast

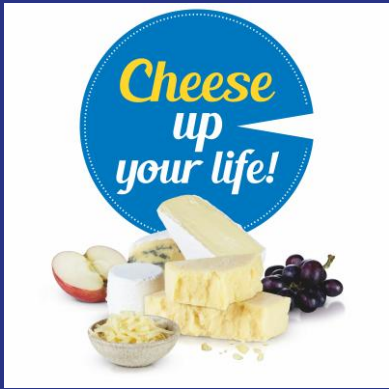
Ireland

NI

Sandwiches

Denmark





France

End of meal

NI

Salads

Ireland

France

NI

France

Cooking

Ireland

Snack

Ireland

Melted on toast

NI

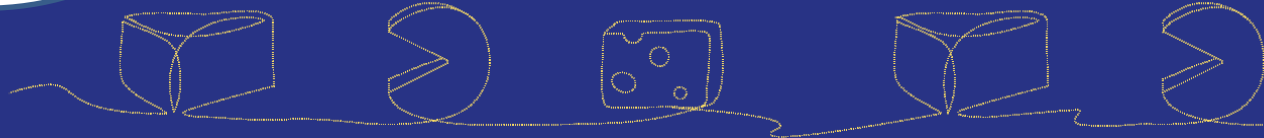
Ireland

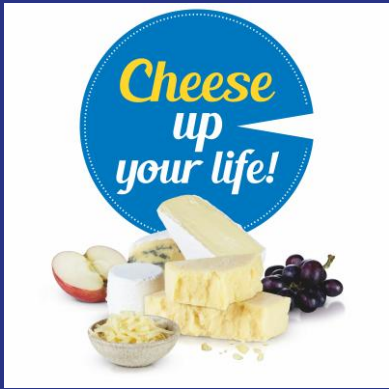
NI

Sandwiches

Ireland

Denmark





France

End of meal

NI

Salads

Ireland

France

NI

France

Cooking

Ireland

Snack

Ireland

Ireland

NI

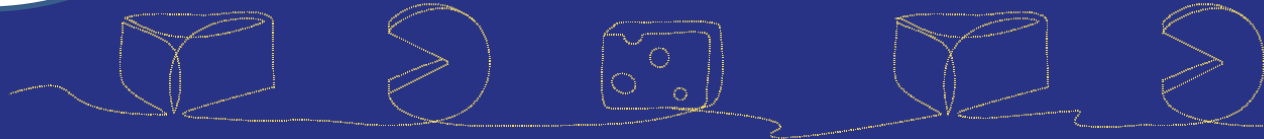
Melted on toast

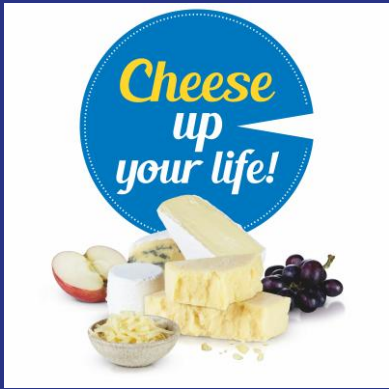
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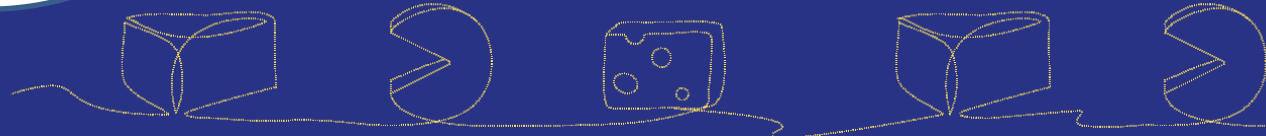
Ireland

NI

Sandwiches

Ireland

Denmark



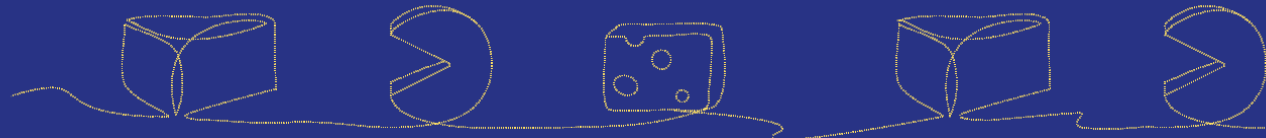
*Cheese
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your life!*



Versatility

Enjoyment

Ageless





EUROPEAN CHEESE

enjoy the diversity