

# GOUDA WHEELS & LOAVES

Buttery Sweet - Traditionally Made

GROW YOUR CATEGORY WITH A  
NATIONALLY RANKED SPECIALTY  
GOUDA CHEESE BRAND\*



CASTELLO® Gouda is the #3 Brand  
in Specialty Gouda Cheese\*



SPC GOUDA CATEGORY GROWTH:

**+11.3% VOLUME\***

CASTELLO® GOUDA GROWTH:

**+31.7% VOLUME\***



CASTELLO® ATTRACTS A  
PREMIUM SHOPPER THAT  
WILL SPEND MORE AT  
YOUR STORE:\*\*\*

AVERAGE BUYER SHOPPING  
BASKET WITHOUT CASTELLO®



Product Buyer Retailer  
\$ Per Item Trip When  
Item Not In Basket

↓ **+104%**

AVERAGE BUYER SHOPPING  
BASKET WITH CASTELLO®



Product Buyer Retailer  
\$ Per Item Trip



SOURCE: \*Nielsen IQ, Total US xAOC, L52 weeks w.e. 3/26/22, SPC Gouda is a Custom Definition (Exact Weight Items only, Private Label Removed) | \*\*\*SOURCE: Nielsen AOD Homescan, current is 52 weeks ending 03/26/22

## GOUDA LOAVES & WHEELS



### CASTELLO® GOUDA LOAF

#### INGREDIENTS

Pasteurized Part-Skim Milk, Salt, Culture, Microbial Rennet, Annatto

Item Number: **570463**

Pack Size: **3/5 lb**

GTIN: **9-06-54858-70463-9**



### CASTELLO® SMOKED GOUDA LOAF

#### INGREDIENTS

Pasteurized Part-Skim Milk, Salt, Culture, Microbial Rennet, Annatto

Item Number: **570465**

Pack Size: **3/5 lb**

GTIN: **9-06-54858-70465-3**



### CASTELLO® GOUDA WHEEL

#### INGREDIENTS

Pasteurized Part-Skim Milk, Salt, Culture, Microbial Rennet, Annatto

Item Number: **570464**

Pack Size: **1/10 lb**

GTIN: **9-06-54858-70464-6**



### CASTELLO® RESERVE GOUDA WHEEL

#### INGREDIENTS

Pasteurized Part-Skim Milk, Salt, Culture, Microbial Rennet, Annatto

Item Number: **570467**

Pack Size: **1/10 lb**

GTIN: **9-06-54858-70467-7**

#### LOAVES SPECS

Sales Unit	3 x 5 lb
Shelf Life (from production)	365 Days
Shelf Life (first receiver)	90 Days
Storage Temperature	36 - 46 F
Product Dimensions (LXWXH)	9.50" x 4.50" x 3.20"
Fat in Dry Matter	46%
Gross Case Weight (lbs)	15.9
Net Case Weight (lbs)	15.0
Tare Weight (lbs)	0.9
Case Dimensions (LXWXH)	15.12" x 10.39" x 4.37"
Case Cube (ft <sup>3</sup> )	0.397
Pallet - Cases/Layer	10
Pallet - Layers/Pallet	10
Pallet - Total Load	100

#### WHEELS SPECS

Sales Unit	1 x 10 lb
Shelf Life (from production)	Gouda 365 Days, Reserve Gouda 730 Days
Shelf Life (first receiver)	90 Days
Storage Temperature	36 - 46 F
Product Dimensions (LXWXH)	10.0" x 10.0" x 3.5"
Fat in Dry Matter	46%
Gross Case Weight (lbs)	11.9
Net Case Weight (lbs)	10.0
Tare Weight (lbs)	1.9
Case Dimensions (LXWXH)	10.75" x 10.75" x 4.88"
Case Cube (ft <sup>3</sup> )	0.326
Pallet - Cases/Layer	12
Pallet - Layers/Pallet	9
Pallet - Total Load	108



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