

# GROW YOUR CATEGORY WITH OUR AWARD WINNING CHEESE **CASTELLO**<sup>®</sup>



## #1 HAVARTI BRAND\*

Castello Havarti cheese is irresistibly creamy, lusciously smooth, and its meltability is second to none. Its authentically Danish, produced in Denmark using traditional cheesemaking methods.



## #1 IMPORTED BLUE CHEESE\*

Castello's Danish Blue cheese features blue mold veins and has a fine and nutty aroma with hints of marzipan and the soft bitter flavor of sourdough. Authentically produced in Denmark.

CASTELLO<sup>®</sup> ATTRACTS A PREMIUM SHOPPER THAT WILL SPEND MORE AT YOUR STORE.\*\*\*



\$57

PER TRIP WHEN OTHER BRANDS IN BASKET

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

+104%



\$118

PER TRIP WHEN CASTELLO<sup>®</sup> BRAND IN BASKET

Product Buyer Retailer \$ Per Item Trip



## #3 BRAND OF SPECIALTY GOUDA\*

Castello Gouda is a mild and creamy cheese with a rich, buttery slightly sweet flavor and smooth texture.



CASTELLO HAVARTI & BLUE CHEESES CARRY THE PROTECTED GEOGRAPHICAL INDICATION (PGI) SYMBOL, A DISTINGUISHING MARK OF QUALITY AND AUTHENTICITY FOR CHEESE PRODUCED FROM DANISH MILK AT APPROVED DAIRIES.

SOURCES: \*Nielsen xAOC - Arla Custom specialty Cheese Definition - Exact Weight - L13W ending 3.26.22 \*\*Nielsen xAOC Arla Custom Specialty Cheese Definition - Exact Weight - L52W w/e/ 3.26.22 (Private) Label Removed, All Forms Included). | \*\*\*Nielsen AOD Homescan, current 52 weeks ending 03/26/22



# CASTELLO OFFERS A WINNING PORTFOLIO TO MEET YOUR CHEESE NEEDS.

ITEM NAME	SUPC	ITEM PACK	SIZE	
<b>CASTELLO</b>				
	CREAMY HAVARTI LOAF - IMPORTED	146518	1	9 LB
	HERBS & SPICES HAVARTI LOAF - IMPORTED	506000	1	9 LB
	DILL HAVARTI LOAF - IMPORTED	146318	1	9 LB
	CREAMY HAVARTI	146618	12	8 OZ.
	DILL HAVARTI	146718	12	8 OZ.
	GOUDA ROUND	960407	12	7 OZ.
	GOUDA SMOKED ROUND	960410	12	7 OZ.
	EDAM ROUND	962198	12	7 OZ.
	DANISH BLUE CHEESE, WEDGE	146218	8	4.4 OZ.
	DANISH BLUE CHEESE CRUMBLE CUP	976193	6	4 OZ.
	HAVARTI CHEESE CRISPS	314148	12	2.1 OZ.
	GOUDA CHEESE CRISPS	314151	12	2.1 OZ.



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