



Cheese[®] POP



100% cheese
traditionally made
without additives!

Freshly
popped
cheese

“The innovative cheese sensation!”

“Serve two trends at the same time:
healthy snacking and food without additives!”

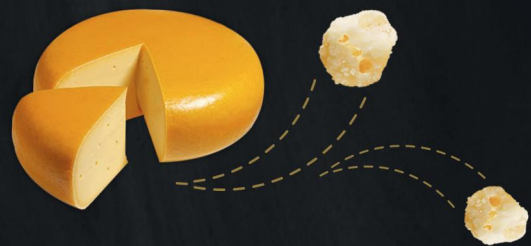
Cheesepop is a unique snack made from a single ingredient: cheese.
No additives! That tastes like a pure and honest product.

Innovative product

Innovative is the way Cheesepop is produced. The cheese is cut, dried and then freshly popped. This new manufacturing method creates a unique pop with a powerful cheesy taste.

Gouda cheese

The city of Gouda is the cradle of Dutch cheese. It is therefore not surprising that Gouda cheese is acclaimed throughout the world for its quality. Cheesepop is a product whose only ingredient is this first class cheese. The unique and pure taste of cheese is a strong feature of the pops.



www.cheesepop.com



Positioning

Chilled section

With our main claim '100% cheese', Cheesepop is best suited for the chilled cheese section.

Considering the moment of consumption, the cups are preferably positioned near other cheese products that are consumed alongside drinks.

Second placement outside chilled section

With a second placement Cheesepop can also be placed outside the chilled section. For example on the cheese counter or in one of our displays.

This possibility makes our product (100% cheese) absolutely unique.



Product

Consumer unit

Cup 65g e

Trade packaging

Box (RRP; 12 cups) or display

Shelf life

Minimum 100 days after delivery

Cheesepop Display:

Maximum attention!

96 or 144 cups, printed around

Also available

Display with 252 cups, with possibility for samples



We also supply to wholesalers!

www.cheesepop.com

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