

# 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.\*\*\*



PER TRIP WHEN OTHER BRANDS IN BASKET

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

+104%



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

## HAVARTI EXACT WEIGHT



### CREAMY HAVARTI IMPORTED

Item #: **68001**  
Item Pack: **12** | Size: **8 oz.**



### DILL HAVARTI IMPORTED

Item #: **68002**  
Item Pack: **12** | Size: **8 oz.**



### JALAPENO HAVARTI IMPORTED

Item #: **68003**  
Item Pack: **12** | Size: **8 oz.**



### AGED HAVARTI IMPORTED

Item #: **65918**  
Item Pack: **12** | Size: **7 oz.**

## EXACT WEIGHT ROUNDS



### GOUDA ROUND

Item #: **570449**  
Item Pack: **12** | Size: **7 oz.**



### GOUDA SMOKED ROUND

Item #: **570455**  
Item Pack: **12** | Size: **7 oz.**



### EDAM ROUND SPECIAL ORDER

Item #: **570454**  
Item Pack: **12** | Size: **7 oz.**



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