



Locally Produced in the West Country



You don't need to go far to find perfection



Camembert

- RICH AND CREAMY WITH A SOFT, EDIBLE WHITE RIND.
- HIGHLY VERSATILE, SERVE AS A MAIN COURSE, STARTER OR DESSERT OR JUST SIMPLY BAKED ON ITS OWN AS A SHARING PLATE.

Brie

- CREAMY TASTE, HINT OF TANGINESS WITH A LIGHT MUSHROOM FLAVOUR.
- BRIE MATURES WITH TIME - CHEFS CAN CREATE THEIR OWN EXCLUSIVE CHEESE DISH.
- FOR CHEESEBOARDS, SALADS OR SANDWICHES.

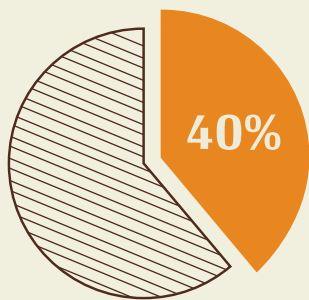
Goat's cheese

- SOFT AND CREAMY WITH A SLIGHTLY NUTTY TASTE.
- CAN BE ENJOYED AT DIFFERENT STAGES OF MATURITY.
- FOR SALADS, BREADED IN HOT DISHES, OR MELTED IN PUFF TARTS.

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Did you know?



40% of cheese consumers say they eat it as an alternative to meat in meals.

UK Cheese Market Report 2021 Source: Mintel



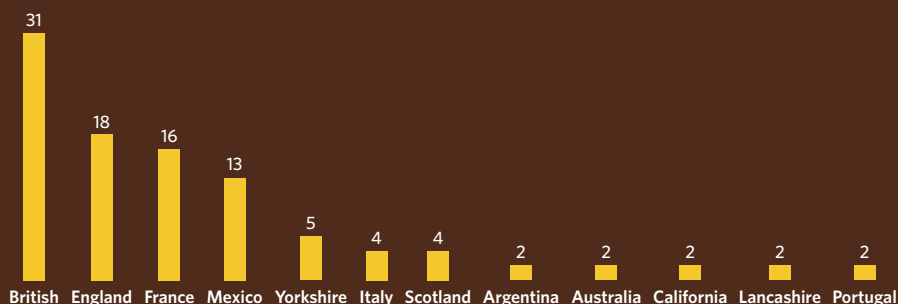
People want to support local first and then British. Local cheeses are extremely popular.

How a focus on local can help to upsell British cheese
Source: Speciality Food

British or England commonly cited on dishes with cheese

When provenance is called out on menus which feature cheese, most commonly 'British' is used, followed by 'England'. Specific regions in the UK are also called out such as Yorkshire or Lancashire, justifying 'Cricket St Thomas from Somerset' to be utilised on menus.

% menu items with cheese with provenance called out



Source: Lumina Intelligence Menu Tracker July 2022



Buying British, local living and provenance

It is expected that **emphasising locality and provenance credentials will be more common going forward** with consumers wanting to support local businesses and ecosystems.

Pub and restaurant consumers over-index in alignment to a set of values reflecting provenance-led attitude, **6% more likely to be aligned with these values than the total market.**

WARM GOATS CHEESE FONDANT, HONEY MARINATED POMEGRANATE AND PECAN



Cricket St Thomas
Goats Cheese
1.1kg



Vegetarian



ONION MILLE FEUILLE, BRIE CREMUX, SHERRY VINEGAR AND HAZELNUTS



Cricket St Thomas
Brie
1.1kg



Vegetarian



WARM CAMEMBERT, NASHI PEAR, SERANO HAM ON FOCACCIA



Cricket St Thomas
Camembert
220g



Vegetarian



For recipes please visit:
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Proper West Country.

Produced in the lush valley of Somerset



More people than ever before are eating cheese, dairy foods are a tasty and convenient source of protein and an essential element of a healthy and balanced diet.

Cricket St Thomas is a soft British cheese brand manufactured at the Lubborn Creamery, in Somerset.

Over 30 years of expertise

We have been making soft cheeses for over 30 years.

Masters of soft cheese

We were the first British creamery to master the art of making soft mould ripening cheeses.

Locally made

Our milk is collected from dedicated farms in the UK to guarantee the highest quality and freshness.

Our range of soft cheeses

...for all types of professional operators



	 Camembert		 Brie	  Brie		 Goats cheese	
Format	Camembert 140g	Camembert 220g	Brie wedge 135g	Brie wheel 1.1Kg	Brie wheel 2.35Kg	Goat's 100g	Goat's 1.1Kg
Quantity	x6	x8	x6	x1	x1	x6	x6
Awards and accreditations	 			   	 	   	
							

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