The Humble Sandwich Is The UK's Favourite Meal

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Did you know the humble sandwich is the UK's #1 meal? A recent study by Kantar Worldpanel Usage* revealed that as well as sarnies being a firm favourite, the time we spend preparing our meals reduced to just 32 minutes in 2014 from 60 minutes in 1980.

Although we're spending less time in the kitchen and the love for the traditional white bread sandwich still exists, Brits are really making a meal of it when it comes to quirky, dinner-time sandwiches.

Well, that's OK with us. Here at Primula Cheese we're all about making tasty, cheese sandwiches in seconds. With British Sandwich Week just around the corner (10-16 May), we've put together our favourite cheese sandwich recipes that can all be made in a flash!

Here are our top 4....

1. Primula Cheese and Ham Wraps

Ingredients: Serves 2-4

- 1 x Primula Original Cheese tube
- 4 x wholemeal or seeded tortilla wraps
- Selection of crisp lettuce leaves
- 4 x red vine tomatoes thinly sliced
- 4 x large slices or 1 pack of wafer thin cooked ham

Method:
1. Lay out a wrap & squeeze a swirl of Primula cheese on top. Using a knife spread a thin layer over the whole wrap leaving room at the edges.
2. Randomly scatter torn lettuce leaves over the cheesy layer followed by slices of tomato.
3. Swirl some cheese over the mixed salad then lay the ham over the top.
4. Fold the wrap to make a tortilla or roll it up into a sausage and cut it into 1cm pieces.
5. Repeat with the remaining wraps.

2. Salmon and Cheese Bagel

3. Primula Prawn Wrap With Sweet Chilli Dip

4. Cheesy Roasted Vegetable Ciabatta

*Data taken from Kantar Worldpanel Usage study, 09 Nov 2014.

Primula Cheese is sold in supermarkets and most convenience stores, RRP of £1.45

High Res Images Available **HERE**

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For more information on Primula please visit **www.primula.co.uk**
- Facebook.com/PrimulaCheese
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For additional High Res images please contact Holly Peacock or Emma Campbell on 0191 232 5690 / primula@opr.co.uk

About Primula

- Primula is part of the Kavli Group, the world's first manufacturer of processed cheese, established in 1893 in Norway.
- Olav Kavli started selling his famous Primula Cheese in the UK in 1929 and established a factory here in 1936.
- Primula has been a leading family brand for over 90 years. Most famous for its cheese tubes, the

squeezy cheese range consists of Original Cheese, Cheese and Chive, Cheese and Ham, Cheese and Prawn and Primula Light Cheese Spread, alongside five flavours in the Primula Dips range - Sour Cream & Chive, Garlic & Herb, Spicy Nacho Cheese, Spicy Salsa and Thai Sweet Chilli.

- Kavli Ltd also owns Castle MacLellan Foods Limited, brand leader for pate which is based in Kirkcudbright, Scotland and St Helens Farm, brand leader in Goats milk and associated products.
- The Kavli Group is fully owned by the Kavli Foundation, a charitable trust, which is committed to supporting good causes. Annually it donates profits to charitable causes, supporting research, humanitarian and cultural projects within the UK and worldwide. For more information on The Kavli Trust, go tohttp://www.primula.co.uk/profits-go-to-good-causes.html

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