

Hot Eating Cheese

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Hot Eating Cheese Launch 19th September 2021

We are very excited about the new Hot Eating drop we are launching in-store from 19th September, as part of the space changes that are happening across Fresh on pre-pack cheese. (F06)

Hot eating cheese is a new & exciting category that has been emerging over the last few years predominantly at Xmas with a few all year round lines (Baking Camembert, Cornish Cruncher & cider cheese bake & Welsh Rarebit cheese bake)

Hot eating cheese has exploded in popularity in pubs & restaurants over recent years, as it is seen as on trend, quick & easy comfort food to prepare & eat, inexpensive & totally delicious.

We aim to become market leaders in this growing sector, reflecting the Food Service trend in retail, so have decided to launch the below range in a dedicated area within the cheese fixture.

We have 13 lines launching on 19th September either new or re-designed



Hot eating cheese: We are launching a new Caramelised onion cheese bake, as this is potentially a great seller, combining tangy caramelised onions with moreish melted cheddar.



We are bringing the existing two cheese bakes into the same design style.



Baking Camembert with sweet chilli is a big seller at Xmas, so it makes sense to sell it all year round.



Barbers Vintage cheddar melt in the middle cheese fondant is an exciting new line with a soft pastry outer & am melted cheese sauce hidden in the inside. Ideal as a starter for two, served with a salad. First to market.



We are re-launching the Halloumi fries, following the phenomenal success of this line as part of the Chicken shop deal back in May, where it became the fastest selling line.



At Xmas we have seen huge success over the last two years with a family size baking "Brie en croute", so we are now launching an all year round mini version "Camembert en croute", ideal as a starter for two, served with crusty bread to dip into the molten Camembert cheese. This is a full flavoured Camembert wrapped in handmade Pastry. First to market.

In Other News!

We are also launching a Mozzarella stick line, as an alternative to halloumi & ideal as a snack for adults / children.

We intend this fixture to become a destination category for our customers looking for the latest trends in hot eating cheese & are planning new lines for the 2022 season.

Grill Cheese: Halloumi kebabs have been a massive seller during the Summer Grill season this year. We trialed last year running the Chilli variety through the Autumn & Winter to assess the sales, which proved to be very popular. We have decided to run both the Chilli & Pesto halloumi kebabs, along with the Halloumi burgers & big cheese melts to continue the sales this year, when it comes off the Grill fixture in mid September.

We are planning for a bigger better Grill cheese range for next summer, when we will flex the space on the fixture between Hot eating & Grill cheese to maximise sales, as the seasons change, to reflect customer behaviour & maximise sales.

A Hot Cheese infill panel shelf insert will be available from Phase 7, but in the mean time stores will need to spread out the stock to include the top shelf. Planograms should reflect this.