



# PRIMA DONNA & LANDANA

DISCOVER THE POWER  
OF TWO **STRONG**  
BRANDS



*Vandersterre*  
THE CHEESE FAMILY FROM HOLLAND

90  
JAAR

THE CHEESE **FAMILY** FROM HOLLAND



Vandersterre has been a Dutch family business for 90 years. With our team of committed colleagues, we produce, refine and package Dutch cheese specialties. We bring brands, formulas and concepts in Dutch cheese specialties onto the market in an innovative and sustainable way.

Established in 1929, we have a rich history that is based on generations of knowledge and craftsmanship. Vandersterre now plays an important role in every link in the chain – from production up to and including consumer sales. In short: from the cow to the supermarket shelf.



We are passionate about building on local and international brands so that consumers worldwide can enjoy the Dutch cheese tradition. We export the two strong brands of Prima Donna and Landana to more than 80 countries around the world. With our team of enthusiastic colleagues, we support our trading partners

in the countries in which they are active with our brands. A powerful interaction between people, brands and markets. Our committed corporate culture and our personal approach are the solid basis on which we do business. Because you don't just sell cheese with your brain; you also sell it with your heart.



# Prima Donna®

*Formaggio con passione*



This exclusive delicacy is characterized by a unique combination of the delightful taste of Parmesan and the best traditional Dutch cheese. Prima Donna maturo was elected “Best European Cheese” and won the Gold Award in the category “Best Dutch Cheese” in 2013, 2014 and 2015 at the Global Cheese Awards.

The intensity of flavor in the ‘fino’, ‘maturo’ and ‘forte’ varieties, each with its own unique taste, depends on the length of ripening. The low-fat ‘leggero’ cheese completes the Prima Donna family of cheeses. The unique Prima Donna ripening process results in characteristic fine salt and protein crystals, which is a sign of highest quality.

Prima Donna is a wonderful cheese enjoyed alone, but also has perfect melting characteristics, making it a star in the cold and warm kitchen.





**GOLD  
WINNER**



**Prima Donna fino – mature & nutty taste**

Known for its rich, full flavor.  
Recognizable by its striking blue label.  
Works well in a variety of culinary applications, including cold and warm dishes.

**Prima Donna maturo – extra mature & full-bodied taste**

Extra ripened, pleasantly piquant flavor and solid consistency with characteristic fine salt and protein crystals. Prima Donna maturo is great with a glass of wine and works well in Mediterranean dishes.



**Prima Donna forte – extra mature & piquant taste**

Extra-long ripening time, lightly crumbly consistency. Strong and sweet, nutty taste.

Well suited for warm dishes or on a cheeseboard.

**Prima Donna leggero – fine & savoury in taste**

Delightfull variety in the Prima Donna family with 20.5 % fat absolute (30 % fat i.d.m.). Features a light, fine and piquant flavor. Ideal cheese for health conscious consumers.





# Unique product, splendidly packed!

Due to an increasingly busy lifestyle and a growing number of smaller-households, consumers demand smaller, lighter and easy-to-use packaging. Acting on this trend, Prima Donna has an extensive pre-pack assortment of small packages for self-service shopping.



## 180 g wedge

Vacuum packed and easy to open, packed per 10 in an attractive display box.



## Slices

Thick slices in resealable packaging. Ideal with bread and crackers. Content display box: 10 x 150 g.



## 220 g triangular

Packed per 8 with mini brochure.



## Prima Donna Crème

Cream with the recognizable, unique taste of Prima Donna in a 125 g cup. Packed per 8 pieces.

# Excellent support. Worldwide.



Prima Donna is widely recognized for its outstanding quality. With regularly updated, high-quality, promotional materials, Prima Donna is even easier to sell! Prima Donna offers a wide variety of promotional materials including complete demonstration stands, cooled product presentations, banners, cheese replicas, counter displays featuring recipe cards, information folders, contests and give-aways for end-users and sampling boxes used to encourage impulse purchases. Promotional materials can be requested by e-mail:

[verkoop.int@vandersterre.nl](mailto:verkoop.int@vandersterre.nl)







Landana

JERSEY GOUDA

DIFFERENT COW, DIFFERENT MILK,  
BETTER GOUDA!



NEW!



# LANDANA JERSEY GOUDA

- >> Made from the natural full milk from Jersey cows
- >> The Jersey cow is a pure historic breed with a friendly nature
- >> Full milk - directly from cow to cheese, unskimmed
- >> Unique full creamy flavor: taste the difference
- >> Sustainable, regional and transparent production in Holland
- >> No artificial colorings, flavors or preservatives



Landana Jersey Gouda

**MILD**

Creamy & rich flavor. Naturally ripened on wooden shelves for approx. 8-10 weeks.



Landana Jersey Gouda

**MATURE**

Creamy & ripened taste. Naturally ripened on wooden shelves for approx. 16-20 weeks.



Landana Jersey Gouda

**OLD**

Rich, extra mature & creamy flavor. At least one year naturally ripened on wooden shelves.



Slices MILD & MATURE 150g,  
OLD 125g



Prepacked wedges MILD &  
MATURE 250g, OLD 180g



# Landana<sup>®</sup>

FINEST QUALITY



The best

MADE FROM DUTCH MILK  
AWARDED LANDANA QUALITY  
PURE, SMOOTH & CREAMY TASTE

NO ARTIFICIAL FLAVOURS & COLORS  
NO PRESERVATIVES  
NATURALLY AGED ON WOOD





**GOLD  
WINNER**

NL-Bio-01  
EU AGRICULTURE



# organic cheese deserves a good name!

6 WEEKS MILD OR  
10 MONTHS EXTRA AGED  
NEW: ORGANIC GOAT CHEESE

ALSO PACKED AS SLICES IN RECLOSABLE PACKAGING  
AS MILD OR AGED WEDGE  
IDEAL FOR SELF-SERVICE SHOPPING



# Landana<sup>®</sup>

*Premium Quality Cheese  
from Holland.*



## **LANDANA. THE ART OF TRADITIONAL DUTCH CHEESE.**

*Landana is a delicious Dutch cheese of distinction, loved for its unique, c*

*Landana cheeses are prepared using time-tested cheese makers' traditions. The art of cheese making has been handed down from generation to generation; methodology has changed very little over time. Landana ma-*

*tures for many weeks on untreated wooden shelves in cheese warehouses in the 'Green Heart of Holland' – the land of windmills and green pastures. The cheese maker continuously turns the cheeses by hand until they have*

*The No. 1  
in variety!*



*creamy flavor, incredible quality and wide range of flavorful varieties.*

*acquired the quality expected of a Landana cheese. Landana uses only the best ingredients. Landana is a well-known, international brand that represents a complete range of cheese varieties that are easily*

*recognized and that enjoy a high level of trust. Every single variant has a recognizable added value, so you can obtain higher turnover and a better profit margin. The number 1 in variety!*

## THE LANDANA CH

With more than 50 types of cheese from cows-, goats- and sheep's-milk, Landana offers probably the most extensive assortment of Dutch cheese currently available. That is why Landana meets the wishes of almost every cheese connoisseur.



**Landana GOUDA MILD**  
48% fat i.d.m./ca. 4 kg  
min. 6 weeks aged



**Landana MILD**  
48% fat i.d.m./ca. 12 kg  
min. 6 weeks aged



**Landana MATURED**  
48% fat i.d.m./ca. 12 kg  
min. 17 weeks aged



**Landana OLD**  
48% fat i.d.m./ca. 10 kg  
min. 10 months aged



**Landana 500 DAYS**  
48% fat i.d.m. / half wheel ca. 5 kg  
min. 500 days aged



**Landana 1000 DAYS**  
48% fat i.d.m. / half wheel ca. 5 kg  
min. 1000 days aged



**Landana LIGHT**  
35% fat i.d.m./ca. 12 kg  
less fat (19% abs.)



**Landana MAASDAM**  
45% fat i.d.m./ca. 12 kg  
with holes



**Landana CHILI-SAMBAL**  
50% fat i.d.m. / ca. 4 kg



**Landana OLIVES & TOMATOES**  
50% fat i.d.m. / ca. 4 kg



**Landana WILD GARLIC**  
50% fat i.d.m. / ca. 4 kg



**Landana MUSTARD**  
50% fat i.d.m. / ca. 4 kg



**Landana CUMIN**  
48% fat i.d.m. / ca. 4 kg



**Landana NETTLE**  
50% fat i.d.m. / ca. 4 kg



**Landana GARLIC**  
50% fat i.d.m. / ca. 4 kg



**Landana WALNUT**  
50% fat i.d.m. / ca. 4 kg



**Landana BLACK PEPPER**  
50% fat i.d.m. / ca. 4 kg



**Landana GREEN PESTO**  
50% fat i.d.m. / ca. 4 kg



**Landana RED PESTO**  
50% fat i.d.m. / ca. 4 kg



**Landana WASABI**  
50% fat i.d.m. / ca. 4 kg



**Landana BLUE**  
60% fat i.d.m. / ca. 4 kg



**Landana HERBS**  
50% fat i.d.m. / ca. 4 kg



**Landana TRUFFLE**  
50% fat i.d.m. / ca. 4 kg

## ESEE ART GALLERY

Whether it's about classic varieties or specialties, Landana has a tasty cheese for every time, season or occasion. All varieties are available in half, quarter and eighth pieces to meet the demand of every cheese counter.



Landana  
TRUFFLE & MUSHROOM  
50% fat i.d.m. / ca. 4 kg



Landana  
FENUGREEK  
50% fat i.d.m. / ca. 4 kg



Landana  
PEPPER TRIO  
50% fat i.d.m. / ca. 4 kg



Landana  
HOT PEPPER  
50% fat i.d.m. / ca. 4 kg



Landana EDAM  
MILD or OLD  
40% fat i.d.m. / 0,9 or 1,7 kg



Landana Goat cheese  
MILD  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese OLD  
min. 10 months aged  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese LIGHT  
35% fat i.d.m. / ca. 4 kg  
less fat (17% abs.)



Landana Goat cheese  
ITALIAN HERBS  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
HONEY & THYME  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
CHILI-SAMBAL  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
NETTLE & GARLIC  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
WILD GARLIC  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
CORIANDER & FENUGREEK  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
FOREST FRUIT  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
BLUE  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
HONEY  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
TRUFFLE  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese  
WALNUT & FIG  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese ROSSO  
50% fat i.d.m. / ca. 4 kg



Landana Goat cheese MAASDAM, with holes  
50% fat i.d.m. / ca. 12 kg



Landana Sheep cheese MILD  
50% fat i.d.m. / ca. 4 kg

## LANDANAS SEASONAL SPECIALTIES

In addition to the very extensive and high-quality standard assortment, Landana also offers specially developed specialties for the cheese counter for seasonal highlights or in-out promotional selling.



Landana  
PUMPKIN SEED  
50% fat i.d.m. / ca. 4 kg



Landana  
KALE  
50% fat i.d.m. / ca. 4 kg



Landana  
GREEN ASPARAGUS  
50% fat i.d.m. / ca. 4 kg



Landana  
CURRY-KOKOS  
50% fat i.d.m. / ca. 4 kg



Landana  
HOLIDAY CHEESE  
50% fat i.d.m. / ca. 4 kg



Landana MILD  
North-Holland Gouda  
48% fat i.d.m. / ca. 12 kg



Landana MATURED  
North-Holland Gouda  
48% fat i.d.m. / ca. 12 kg



Landana  
MAY-GOUDA  
48% fat i.d.m. / ca. 12 kg



Landana  
AUTUMN-GOUDA  
48% fat i.d.m. / ca. 12 kg



Landana  
WINTER-GOUDA  
48% fat i.d.m. / ca. 12 kg

### LANDANA: ALSO EXCELLENT FOR SELF-SERVICE SHOPPING.

The assortment of cheese specialties from Landana is also available in several pre-packaged varieties - perfect for self-service shopping. These items are ideal for convenience-oriented consumers. For more info: [verkoop.int@vandersterre.nl](mailto:verkoop.int@vandersterre.nl)



Wedges in vacuum or formshrink packaging: fixed weight.



Landana is also available in slices. Packed in attractive and recloseable packaging.

## AND CREAMY SOFT GOAT CHEESES

The lovers of soft and cream cheese from 100% Dutch goat's milk come at Landana at their expense. In particular, the small pack sizes also allow smaller shops to offer these exceptional cheeses.



with rind  
Landana Chèvre naturelle  
NATURAL  
50% fat i.d.m. / ca. 1 kg



Landana Chèvre naturelle NATURAL  
50% fat i.d.m. / ca. 1 kg blister or  
8 x ca.125 g € blister



Landana Chèvre naturelle HONEY  
50% fat i.d.m. / ca. 1 kg blister or  
8 x ca.125 g € blister



Landana Chèvre naturelle  
CRANBERRY  
50% fat i.d.m. / ca. 1 kg blister



Landana Chèvre brie  
NATURAL  
100% Dutch goat's milk  
50% fat i.d.m. / ca. 1,5 kg



Landana Chèvre brie  
FENEGREEK  
100% Dutch goat's milk  
50% fat i.d.m. / ca. 1,5 kg



Landana  
Goat cheese spread  
MILD  
48 % fat i.d.m. / 12 x 125 g €



Landana  
Fresh goat cheese spread  
MILD  
16 % fat abs. / 6 x 150 g

## LANDANA SUPPORTS YOUR SALE!

Landana stimulates sales with extensive promotional materials including recipe cards, counter displays and market stands with cheese replicas. Additionally, all Landana 4 kg cheeses are packaged in attractive boxes which also serves nicely as presentation displays.

Promotional materials can be requested by [verkoop.int@vandersterre.nl](mailto:verkoop.int@vandersterre.nl)



Duitslandweg 9-11  
NL-2411 NT Bodegraven, Holland  
+31(0)172-606111  
verkoop.int@vandersterre.nl

[www.vandersterre-cheese.com](http://www.vandersterre-cheese.com)  
[www.primadonnakaas.com](http://www.primadonnakaas.com)  
[www.landanacheese.com](http://www.landanacheese.com)

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