PRIMA DONNA & LANDANA DISCOVER THE POWER









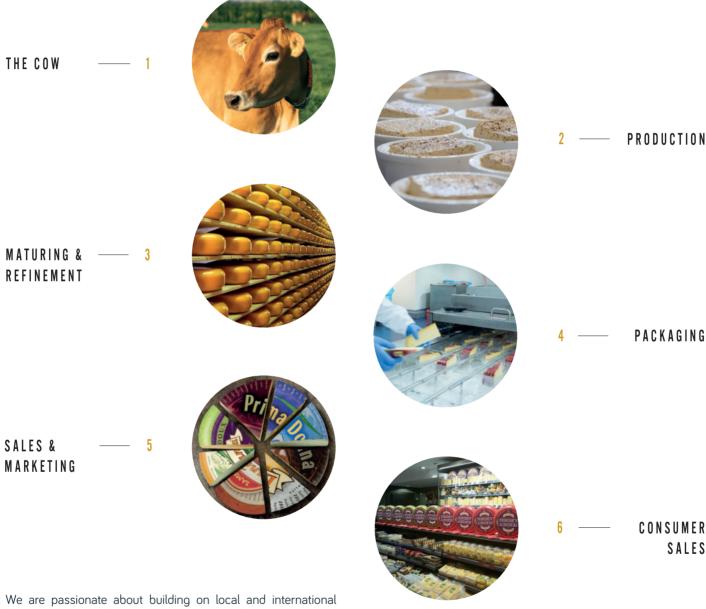






Vandersterre has been a Dutch family business for 90 years. With our team of committed colleagues, we produce, refine and package Dutch cheese specialties. We bring brands, formulas and concepts in Dutch cheese specialties onto the market in an innovative and sustainable way.

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.















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 prepack 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. Wordwide.

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 endusers and sampling boxes used to encourage impulse purchases. Promotional materials can be requested by e-mail:

verkoop.int@vandersterre.nl



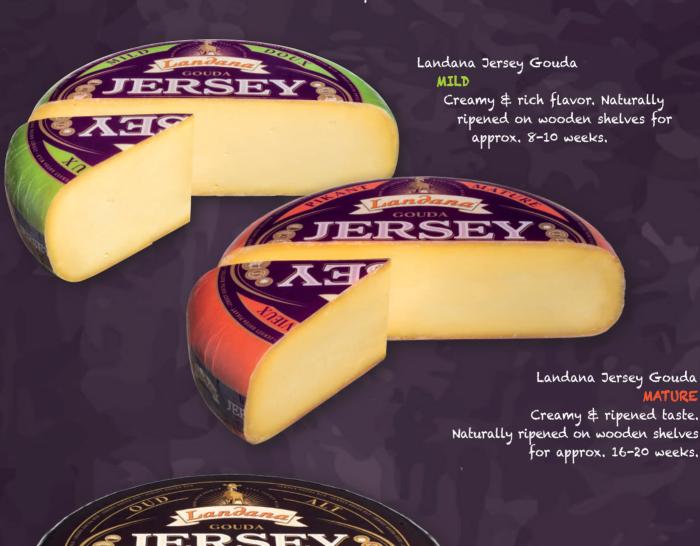






LANDANA JERSEY GOUDA

- >> 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

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





Made from Dutch milk Awarded Landana Quality Pure, smooth & creamy Taste No artificial Flavours & Colors No Preservatives Naturally aged on Wood



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. 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



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.



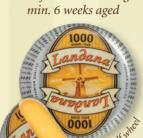
Landana GOUDA MILD 48% fat i.d.m./ca. 4 kg min. 6 weeks aged



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



Landana MILD 48% fat i.d.m./ca. 12 kg



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



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



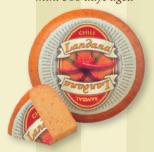
Landana LIGHT 35 % fat i.d.m../ca. 12 kg less fat (19 % abs.)



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



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





Landana CHILI-SAMBALLandana OLIVES & TOMATOES 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



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

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



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

EESE 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



Landan<mark>a Goat cheese</mark> 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



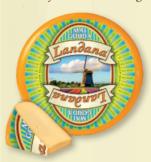
Landana HOLIDAY CHEESE 50 % fat i.d.m. / ca. 4 kg



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



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.



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







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

www.vandersterre-cheese.com www.primadonnakaas.com www.landanacheese.com