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FOR IMMEDIATE RELEASE

SNOWDONIA CHEESE COMPANY® BLACK BOMBER® VOTED BEST BRITISH CHEESE BRAND

Elizabeth, NJ - Black Bomber® has been named the best-selling British cheese brand in English specialty food shops in an annual survey by prominent United Kingdom trade magazine Fine Food Digest.

For the fourth year running, the magazine – published by the prestigious Guild of Fine Food – asked delis, cheesemongers, farm shops and high-end food halls to name the best-performing products in every main section of their shop.

Snowdonia Cheese Company's Black Bomber extra mature cheddar was voted the best-selling British cheese, ahead of a Stilton and two West Country (South West England) cheddars.

The survey was distributed to over 4,000 specialty food stores, including members of the Guild of Fine Food, which also runs the influential Great Taste awards scheme and the World Cheese Awards.

Snowdonia Cheese Company® Managing Director John Newton-Jones said, "We have just received the news that we had won the title of Best British Cheese Brand and are absolutely thrilled.

"Some 14 years ago we brought a cheese to market that redefined the image of cheddar, and met with some resistance, it has now been voted the favorite by people who live in the world of cheese and fine food and we couldn't be prouder."

The iconic Black Bomber® extra mature cheddar has a powerful flavor with the Snowdonia Cheese Company® signature melt in the mouth texture. Coated in a smart black wax, it features the Snowdonia label that pays tribute to the brand's North Wales heritage.

Mick Whitworth, editor of Fine Food Digest, said, "Delis and farm shops always love to stock a few quirky, little-known foods, but they also need popular favorites that will keep shoppers coming back week after week. Our 2014-15 Best Brands Survey showed that Black Bomber really delivers the goods for specialist food shops – and their customers."

The quintessential cheese brand Snowdonia Cheese Company® uses only the finest quality of ingredients in their expertly crafted cheese, maintaining the integrity of the product.

Atalanta Corporation is the exclusive importer of Black Bomber® and the entire Snowdonia Cheese Company® range. For more information on these items please visit www.atalantacorp.com and www.snowdoniacheseescompany.co.uk

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Images of Black Bomber® Cheese,
More Information at www.atalantacorp.com,
www.snowdoniacheseescompany.co.uk

