

Justin 'Brie-ber' Voted Cheesiest Celeb

Submitted by: Mercieca Ltd

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Justin Bieber, Peter Andre and Dale Winton have achieved 'legendairy' status by being voted the cheesiest celebs in a recent poll by Pilgrim's Choice (<http://www.pilgrimschoice.com>). Other stinkers include Tom 'extra mature' Jones, Alexandra Burke, troublesome duo 'Ched-ward' and TOWIE's Mild Joey Essex.

The celebs making it onto the cheeseboard:

1. Justin Brie-ber
2. Peter Andre
3. Dale Winton
4. Tom Jones
5. Joey Essex
6. Jedward
7. Alexandra Burke
8. Tom Cruise
9. Nicole Sherzinger
10. Katie Price

But it seems cheese and glitz could now go hand-in-hand following a new culinary craze of pimping up the 'grate' British sandwich. Spreading its way down the red carpet and injecting some serious glamour into our lunchtime; make way for the 'Glamwich'!

Pilgrim's Choice research has shown one in five consumers are now adding fancy fillings to make their lunch more exciting and taking lunch making to an alluring new level:

- One third (32%) of all consumers use high-quality cheese to add glamour to a sandwich
- A fifth (21%) buy more interesting bread to make their packed lunch a more exciting occassion
- One in ten sandwich makers add olives or pesto (10%)
- Nearly a fifth (18%) add sweet chilli sauce
- 12 per cent try to replicate sandwiches they have seen or bought in shops

Alastair Jackson, Marketing Director at Pilgrims Choice said: "It's not just people like Justin Bieber or Joey Essex who can be at the centre of a craze, glamming up our lunchtime is growing in appetite, giving our lunch celeb status when eating 'al desko'."

Taking one step further, Pilgrims Choice will be turning cheese and sandwiches into works of art at the Bath & West Show between May 30th and June 2nd. Consumers are also invited to drop by and have a go at creating their own cheesy masterpieces.

-Ends-

Notes to editors:

Pilgrims Choice prides itself on being the choosiest cheese company, going to great lengths to find and hand select the best cheese for your enjoyment. To explore our full range of cheeses on and see our latest recipes, visit www.pilgrimschoice.com

Media contact:

For further information contact Lucy or Kirstie at Mercieca Ltd

E: adamsfoods@mercieca.co.uk or T: +44 207 485 0100