

# **Brits choose cheese over toilet roll this World Toilet Day!**

Submitted by: Mercieca Ltd

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Coinciding with World Toilet Day on Monday, cheese choice champion Pilgrims Choice has stumbled upon the fact that more Brits buy cheese than toilet roll!

Kantar data shows that whilst 99% of us buy cheese, 4% fewer UK residents buy toilet tissue\*. To clarify, this figure is based on the number of people in the UK who buy rather than the quantities which are bought.

Looks like us Brits really do have a deep and unshakable connection with cheese!

-Ends-

## Notes to editors

Pilgrims Choice prides itself on championing a better choice of cheese, going to great lengths to find and hand select the best cheese for your enjoyment. To explore our range of cheeses on offer and read more about our latest recipes, visit [www.pilgrimschoice.com](http://www.pilgrimschoice.com)

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\*Kantar World Panel – Penetration w/e 30th September 2012 was 99% for cheese versus 95% for toilet tissue