

## **New for Christmas - Godminster's Black Truffle Organic Cheddar, the perfect gift for foodies**

Submitted by: Godminster

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All Christmases look set to come at once for foodies this autumn with the launch of Godminster's most exciting product launch in years; the organic Black Truffle Cheddar.

This indulgent organic cheddar is the first time that Godminster has added anything to its famous cheddar range since the World Award-winning Oak-Smoked Vintage Organic Cheddar, and this cheese is worth the wait.

This is a true gourmet product that is set to become another must-have from the Godminster collection. Made with the revered ingredient of Black Truffles, which are authentically hunted using a truffle hunter and hound, this truckle will delight your taste buds with the rich and moreish flavours you would expect of delicious fresh truffles.

The wonderful umami and aroma of the truffle with the smooth creaminess of Godminster's distinctive Vintage Cheddar combine to create a truly memorable cheese that will be sought after by foodies and chefs alike.

An elegant addition to any cheeseboard, Godminster's organic Black Truffle Cheddar is perfect to make a special dinner unforgettable.

Godminster's owner and founder, Richard Hollingbery, said, "We're all so excited to bring a brand new Godminster truckle to our growing audience. It's been a long time coming and as soon as you taste it you'll know that it's absolutely worth the wait. We've shared it with some of our trade and wholesale customers and the feedback has been staggeringly positive so we can't wait to launch it to consumers in September, ready for Christmas.

"We know that our customers love good food and Christmas is the perfect time for sharing so we're confident that this new truckle will be a hugely popular addition to many a festive cheeseboard." The new Black Truffle truckle will be available from selected retailers nationwide including Waitrose, Ocado and Selfridges, and online at [www.godminster.com](http://www.godminster.com). It will be available in a range of gorgeous gift sets so why not treat someone special?

Godminster's acclaimed Vintage Organic Cheddar is made in Bruton, Somerset, to a 90-year-old recipe and is instantly recognizable in its distinctive burgundy wax. In a break with tradition, this Black Truffle Cheddar will be covered in a black wax. In the first instance, the Black Truffle Cheddar will be available until Christmas 2019 only.

Get Christmas wrapped up early with this delicious indulgent cheddar. After all, Christmas isn't Christmas without Godminster.

ENDS

For further information, images and interview opportunities please contact Rowen Campbell, Marketing Manager, on 01749 813733 or email [rowen@godminster.com](mailto:rowen@godminster.com)

#### About Godminster

Godminster produces award-winning Vintage Organic Cheddar and Oak Smoked Vintage Organic Cheddar as well as a range of crackers, a beetroot and apple chutney and flavoured vodkas; all drawing inspiration from the produce available on the farm in Bruton, Somerset. For more see: [www.godminster.com](http://www.godminster.com)

