

# STRONG BRANDS

PRIMA DONNA

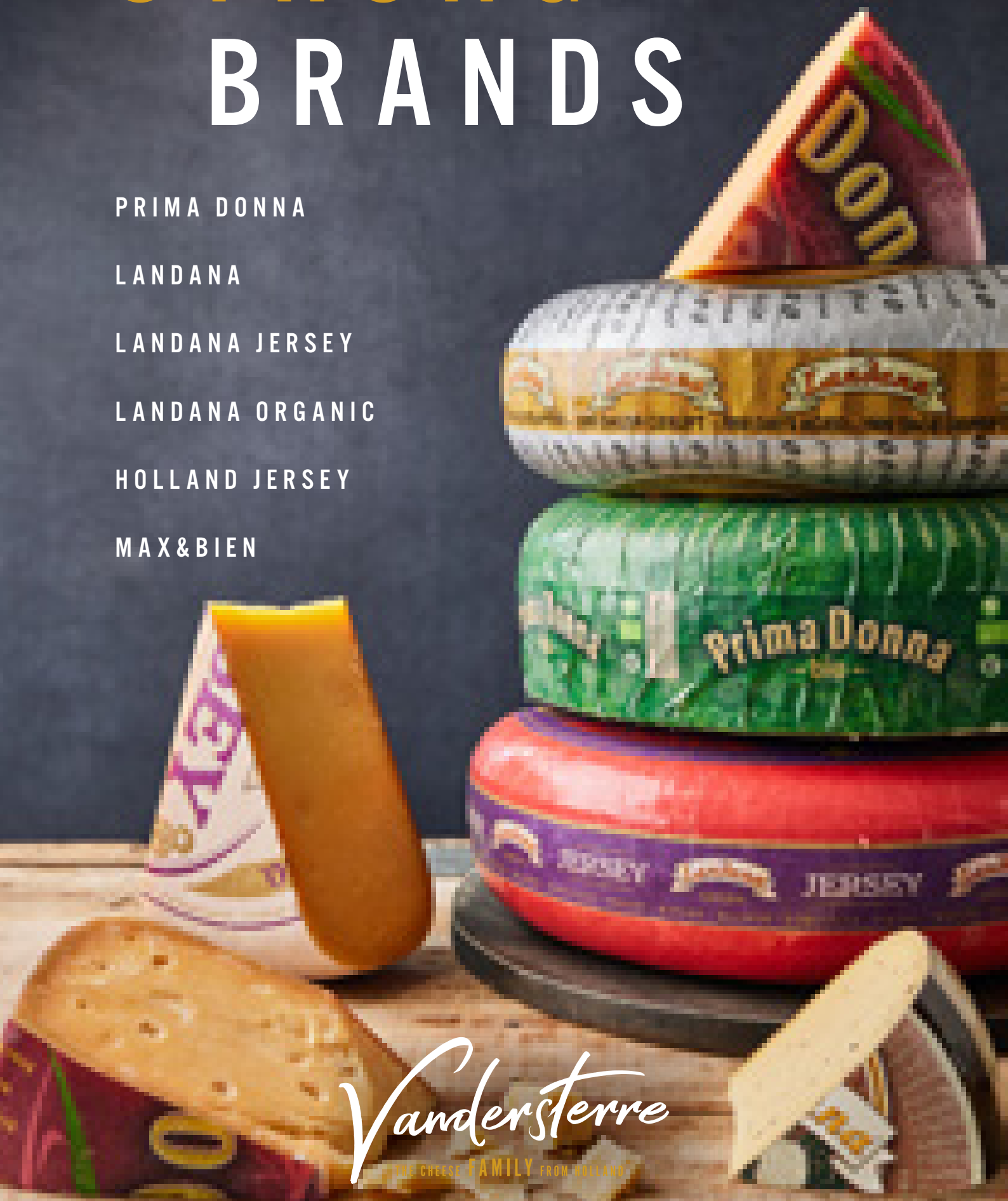
LANDANA

LANDANA JERSEY

LANDANA ORGANIC

HOLLAND JERSEY

MAX&BIEN



*Vandersterre*  
THE CHEESE FAMILY FROM HOLLAND



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WATCH OUR  
CORPORATE  
VIDEO



# INTRODUCTION



## THE CHEESE FAMILY FROM HOLLAND

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

Established in 1929, we have a long and 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 all consumers worldwide can enjoy the famous 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.

# ON OUR WAY TO BECOMING CLIMATE NEUTRAL

## OUR VISION ON SUSTAINABILITY

At Vandersterre, we believe that a clear vision and well-founded perspective on sustainable development is essential for a future-proof family business. As integral part of our strategy, we have formulated such a vision, guiding our investments and setting priorities for years to come. This vision steers our daily business operations as we actively pursue sustainable development.

Our sustainability vision is centred around a goal; a point on the horizon to work towards. **Our ambition is to be a climate-neutral company by 2030** for our direct company emissions and indirect emissions from purchased electricity. To achieve this goal, we strive to reduce the environmental impact of our business operations through optimising our processes and building on collaboration with our key partners. In order to reach climate-neutral status, we will responsibly compensate the left-over/unavoidable emissions from our business operations through offset- and inset-projects.

## ON OUR WAY TO BECOMING CLIMATE NEUTRAL WE STRIVE TO:

- I. Make our product mix more sustainable, with increased focus on environmentally friendly product categories (e.g. organic, Jersey and climateneutral or -positive products).
- II. Reduce the environmental impact of our average product through optimising our own processes and building on cross value-chain collaboration with our key partners.
- III. Compensate the unavoidable emissions from our business operations through offset- and inset-projects.

## FOUR PRIORITIES FOR SUSTAINABLE DEVELOPMENT

To achieve this vision, we have formulated four priorities on which we will work in our organisation, with our products and with our partners to accelerate sustainable development. These four priorities are:

- I. Climate-responsible premium dairy,
- II. Motivating and healthy work environment,
- III. Climate-neutral Vandersterre,
- IV. Future-proof value chain.



CLIMATE-RESPONSIBLE  
PREMIUM DAIRY



MOTIVATING AND HEALTHY  
WORK ENVIRONMENT



CLIMATE-NEUTRAL  
VANDERSTERRE



FUTURE-PROOF  
VALUE CHAIN

Our company has recently been awarded with the Dutch quality label for Corporate Social Responsibility (in accordance with ISO-26000) for our work within the people, planet, profit framework. We have also released our first sustainability report for 2020-2022, which you can find on our website.

For more information please visit: <https://vandersterre-cheese.com/climate-neutral/>



# Prima Donna

*Formaggio con passione*

This exclusive delicacy is characterized by a unique combination of the delightful taste of Italy and the best traditional Dutch cheese. This Italian character of Prima Donna has been awarded with more than 10 gold awards for 'Best cheese in Europe' and 'Best Dutch cheese'.

The intensity of flavor in the 'fino', 'maturo', 'forte' and bio variety, each with its own unique taste, depends on the length of ripening. The unique Prima Donna ripening process results in characteristic fine protein crystals, which is a sign of highest quality.

- Refined taste
- Suitable for vegetarians
- 100% best meadow milk
- Gluten- and lactose-free (<0,1/100g)
- Matured and nutty taste
- Quality awarded many times

## AWARDS



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## PRIMA DONNA FINO

Mature & nutty taste

Known for its rich, full flavor. Recognizable by its striking blue label. Works well in a variety of culinary applications, including cold, and warm dishes.

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## PRIMA DONNA MATURO

Extra mature & full-bodied taste

Extra ripened, pleasantly piquant flavor and solid consistency with characteristic fine protein crystals. Prima Donna maturo is great with a glass of wine, and works well in Mediterranean dishes.

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## PRIMA DONNA FORTE

Extra mature & piquant taste

Extra-long ripening time, lightly crumbly consistency. Strong and sweet, nutty taste. Well suited for warm dishes or on a cheeseboard.

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## PRIMA DONNA LEGGERO

Fine & savoury in taste

Delightful variety in the Prima Donna family with 20.5 % fat absolute (30 % fat i.d.m.). Features a light, fine, and piquant flavor. Ideal cheese for health conscious consumers.

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## PRIMA DONNA BIO

Mature & nutty

With a slightly mature, sweet and nutty flavor, Prima Donna bio is a true Prima Donna, formaggío con passione! The unique combination of Dutch cheese with an Italian flair characterises this new organic variant of Prima Donna. Of course with the fine ripening crystals as a sign of good maturity. Free from additives and made of 100% organic Dutch meadow milk.

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## 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 pre-pack assortment of small packages for self-service shopping.



### 180G WEDGES

Vacuum packed and easy to open, packed per 10 in an attractive display box.



### 220G TRIANGULAR

Packed per 8 pieces.



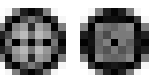
### SLICES

Slices in resealable packaging. Ideal with bread and crackers. Content display box: 10x150 g.

## EXCELLENT SUPPORT, WORLDWIDE

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 end-users and sampling boxes used to encourage impulse purchases. Recently, Prima Donna has also become active on social media. This is where the latest news, recipes and content will be shared. Of course, these professional photos can also be shared for various online uses. Promotional materials and online content can be requested by e-mail: [verkoop.int@vandersterre.nl](mailto:verkoop.int@vandersterre.nl)

@primadonnacheese  
[www.primadonnakaas.com](http://www.primadonnakaas.com)





# Landana JERSEY

DIFFERENT COW, DIFFERENT MILK, BEST CHEESE!

Landana Jersey Cheese is made from 100% all-natural milk of Dutch Jersey cows. The Jersey cow is a purebred cow. The milk from these friendly light-brown Jersey cows is truly something special. Dutch Jersey milk is easy to digest and contains more nutrients than conventional cow's milk. Moreover, the milk is rich in healthy fats. Taste the difference in the creamy, smooth Landana Jersey Cheese.

The whole Jersey milk is not skimmed and goes straight from the cow into the cheese. This gives Landana Jersey Cheese its full, rich taste. Next to this the cheese is lactose-free and 100% natural, so it contains no artificial addings or preservatives, and it is suitable for vegetarians. Besides that, the Jersey cow is the sustainability champion and has a smaller ecological footprint.







## LANDANA JERSEY MILD

Creamy & rich flavor

Naturally ripened on wooden shelves for approx. 8 weeks.



## LANDANA JERSEY MATURE

Creamy & characteristic flavor

Naturally ripened on wooden shelves for approx. 20-24 weeks.



## LANDANA JERSEY MAY

Creamy & rich flavor

Matured for approx. 10 weeks from the meadow milk of May.



## LANDANA JERSEY AUTUMN

Creamy & rich flavor

Matured for approx. 10 weeks from the summer's meadow milk.



## LANDANA JERSEY OLD-AGED

Rich, extra matured & creamy flavor

At least one year naturally ripened on wooden shelves.



## LANDANA JERSEY X.O.

Strong, full bodied & creamy flavor

At least 18 months naturally aged on wooden shelves.



## LANDANA JERSEY WINTER

Creamy & rich flavor

Matured for approx. 10 weeks from the autumn's meadow milk.



## PACKAGES



## SLICES

available in various flavors and ripening times like:  
Mild & mature 150g. | Old 125g.

## PREPACKED WEDGES

available in various flavors and ripening times like:  
Mild & mature 250g. | Old & X.O. 180g.

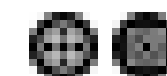


## POS SUPPORT

Landana Jersey offers a wide variety of Online content and promotional materials:



@landanajerseycheese  
www.landanajersey.com





## DIFFERENT COW, DIFFERENT MILK

Jersey milk dairy done differently. Cows with toffee coloured faces, soft white noses and huge brown eyes. The cows come originally from the Island of Jersey, off the south coast of England. They are intelligent, curious and quite strong minded. Jersey milk naturally contains more protein, more fat, vitamins and minerals than regular milk. This richness gives Jersey milk a wonderfully full and creamy flavour. Perfect to enjoy as it is or to froth up for your cappuccino or latte but also for producing unique milk powder, cheese, and butter.

Why is our Jersey milk unique?

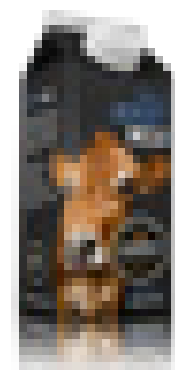
- High fat and protein content
- Contains more vitamins, minerals and omega-3
- Low ecological footprint
- Meadow milk
- 100% natural Jersey milk from pure bred cows

[www.hollandjersey.com/en/](http://www.hollandjersey.com/en/)



### UHT MILK

A full fat long shelf-life milk, that's a great source of protein. It's an absolutely delicious drink on its own and is an amazing frothing milk for your coffee, cappuccino, macchiato, flat white, or latte. Or any other kind of coffee you might want to make.



### FRESH MILK

This is the milk as our Jersey cows produce it. A full fat milk that's a great source of protein. It's an absolutely delicious drink on its own and is an amazing frothing milk for your coffee, cappuccino, macchiato, flat white, or latte.



THE BEST ORGANIC CHEESE MADE FROM ORGANIC DUTCH MILK!

Landana Organic is made exclusively from pure and 100% organic milk from Dutch cows and goats. Landana organic is free of artificial colors, flavors and preservatives. Due to the use of microbial rennet, this cheese is also suitable for vegetarians. Therefore, the milk is natural and pure and you can taste that! Landana Organic is prepared according to the old tradition of cheesemakers and matured naturally on untreated wooden shelves.

- Made from Dutch organic milk
- Awarded Holland quality
- Pure, smooth and creamy taste
- No artificial flavors and colors
- No preservatives
- Naturally aged on wood





### LANDANA ORGANIC MILD

Pure & mildly taste

100% Dutch organic cow's milk. Naturally matured for at least 8 weeks. 50% F.i.d.m., available in wheels (12 kg).



### LANDANA ORGANIC OLD

Full & piquant taste

100% Dutch organic cow's milk. Naturally matured for at least 10 months. 50% F.i.d.m., available in wheels (11 kg).



### LANDANA ORGANIC CARROT

Fresh, creamy and slightly sweet taste

100% Dutch organic cow's milk. Naturally matured for at least 4-6 weeks. 50% F.i.d.m., available in wheels (4 kg).



### LANDANA ORGANIC MILD

Characteristic & delicate taste

100% Dutch organic goat's milk. Naturally matured for 4-6 weeks. 50% F.i.d.m., available per wheel (4 kg).



### LANDANA ORGANIC BRIE NATURAL

Creamy & mild taste

100% Dutch organic goat's milk. Short, natural maturation process. 50% F.i.d.m., available per 1,5 kg wheel.



### LANDANA ORGANIC OLD

Full & matured taste

100% Dutch organic goat's milk. Naturally matured for approx. 10 months. 50% fat i.d.m., available per wheel (4 kg)



### LANDANA ORGANIC RED CULTURE CHEESE

Landana ORGANIC Charmeux, organic specialties on the cheese market! Landana ORGANIC Charmeux is also known as a "red-bacteria" cheese. Washed-rind or red bacteria cheeses are slightly softer in texture and have a distinctive red to orange exterior. After the production process, these cheeses are washed with a bacterial wash. This gives the cheese its specific characteristics and makes the contents softer and stronger in flavor. This process is repeated for six weeks, resulting in a beautiful and high-quality organic cheese with a characteristic aroma and taste.



### CHARMEUX

Creamy & charming flavor

100% Dutch organic cow's cheese washed with red cultures. Naturally matured for 4-6 weeks. 50% F.i.d.m., available in wheels (3,5 kg).



### CHARMEUX GOAT

Smooth & intense flavour

100% Dutch organic goat's cheese washed with red cultures. Naturally matured for 4-6 weeks. 50% F.i.d.m., available per wheel (3,5 kg).

LANDANA ORGANIC PRE-PACKED SLICES AND WEDGES



SLICES ORGANIC OLD



SLICES ORGANIC MILD



LANDANA ORGANIC DEMETER



PREPACKED ORGANIC MILD.



PREPACKED ORGANIC CHARMEUX.



PREPACKED ORGANIC CAROT.



PREPACKED ORGANIC OLD.



BIO-GOUDA MILD

Mild & delicate taste  
100% Dutch Demeter cow's milk. Naturally matured for 4-6 weeks. 50% F.i.d.m., available per wheel (4 kg).



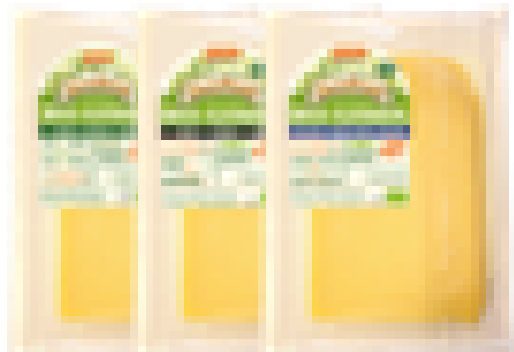
BIO-GOUDA MATURED

Rich & creamy taste  
100% Dutch Demeter cow's milk. Naturally matured for 12-14 weeks. 50% F.i.d.m., available per wheel (4 kg).



BIO-GOUDA AGED

Spicy & rich taste  
100% Dutch Demeter cow's milk. Naturally matured for 36-40 weeks. 50% F.i.d.m., available per wheel (4 kg).



PRE-PACKED

All as pre-packed available, ideal for the self service!





COW



**MILD**  
48% fat i.d.m./ca. 4 or 12 kg.  
min. 6 weeks aged



**MILD GRAAFLROOM**  
48% fat i.d.m./ca. 12 kg  
min. 6 weeks aged



**MATURE**  
48% fat i.d.m./ca. 12 kg  
min. 17 weeks aged



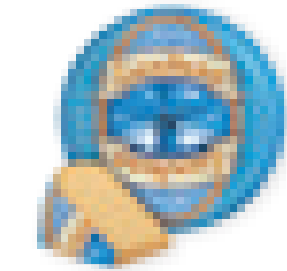
**OLD**  
48% fat i.d.m./ca. 10 kg  
min. 10 months aged



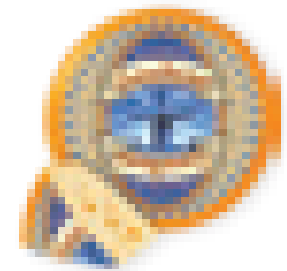
**500 DAYS**  
48% fat i.d.m. / half wheel  
ca. 5 kg min. 500 days aged



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



**30+**  
35 % fat i.d.m./ca. 12 kg  
less fat (19 % abs.)



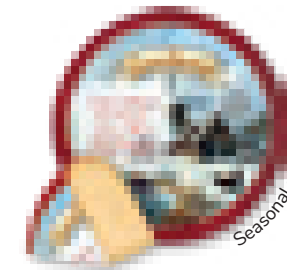
**MAASDAM**  
45 % fat i.d.m./ca. 12 kg  
with holes



**EDAM MILD**  
40% fat i.d.m. / 0,9 or 1,7 kg



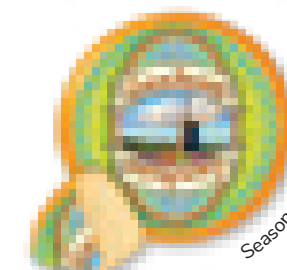
**EDAM OLD**  
40% fat i.d.m. / 0,9 or 1,7 kg



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



**MILD GRASS-FED GOUDA**  
48% fat i.d.m. / ca. 12 kg



**MAY-GOUDA**  
48 % fat i.d.m. / ca. 12 kg



**AUTUMN-GOUDA**  
48% fat i.d.m. / ca. 12 kg



**WINTER-GOUDA**  
48% fat i.d.m. / ca. 12 kg

COW HERBS



**CHILI-SAMBAL**  
50% fat i.d.m. / ca. 4 kg



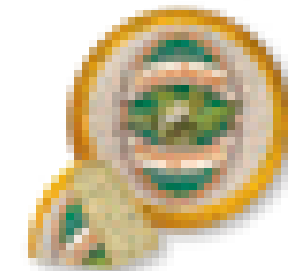
**OLIVES & TOMATOES**  
50% fat i.d.m. / ca. 4 kg



**WILD GARLIC**  
50% fat i.d.m. / ca. 4 kg



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



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



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



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



**BLACK PEPPER**  
50% fat i.d.m. / ca. 4 kg



**RED PESTO**  
50% fat i.d.m. / ca. 4 kg



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



**BLUE**  
60% fat i.d.m. / ca. 4 kg



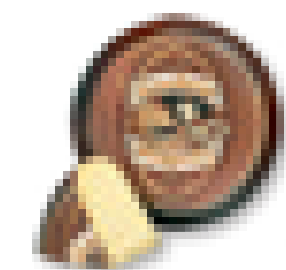
**HERBS**  
50% fat i.d.m. / ca. 4 kg



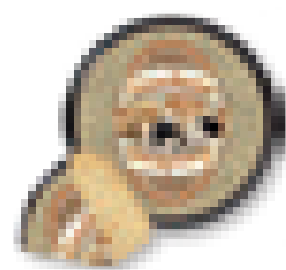
**CUMIN**  
48% fat i.d.m. / ca. 4 kg



**GREEN PESTO**  
50% fat i.d.m. / ca. 4 kg



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



**TRUFFLE & MUSHROOM**  
50% fat i.d.m. / ca. 4 kg



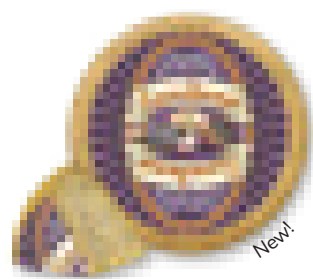
**FENUGREEK**

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



**PEPPER TRIO**

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



**BLACK GARLIC**

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



**LAVENDER**

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



**GOAT CORIANDER &  
FENUGREEK**

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



**GOAT HONEY & THYME**

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



**GOAT BLUE**

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



**GOAT HONEY**

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



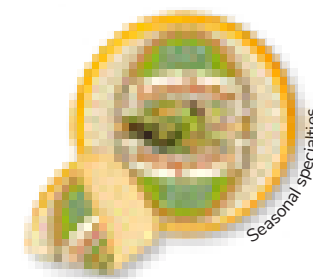
**PUMPKINSEED**

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



**HOT PEPPER**

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



**GREEN ASPARAGUS**

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



**GOAT TRUFFLE**

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



**GOAT WALNUT & FIG**

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



**GOAT ROSEMARY**

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



**GOAT ROSSO**

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

**GOAT**



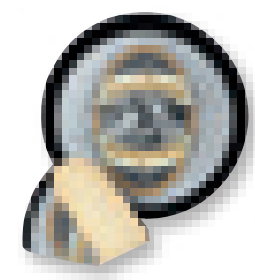
**GOAT MILD**

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



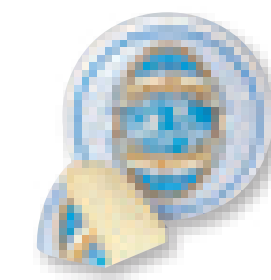
**GOAT MATURE**

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



**GOAT OLD**

min. 10 months aged  
50% fat i.d.m. / ca. 4 kg



**GOAT 35+**

35 % fat i.d.m./ca. 4 kg  
less fat (17 % abs.)



**CHÈVRE NATURELLE**

50% fat i.d.m. / ca. 1 kg



**CHÈVRE NATURELLE**

50% fat i.d.m./ca. 1 kg blister



**CHÈVRE NATURELLE HONEY**

50% fat i.d.m./ca. 1 kg blister



**CHÈVRE NATURELLE  
CRANBERRY**

50% fat i.d.m./ca. 1 kg blister



**GOAT ITALIAN HERBS**

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



**GOAT CHILI-SAMBAL**

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



**GOAT NETTLE & GARLIC**

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



**GOAT WILD GARLIC**

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



**CHÈVRE BRIE NATURAL**

100 % Dutch goat's milk  
50% fat i.d.m. / ca. 1,5 kg



**CHÈVRE BRIE FENUGREEK**

100% Dutch goat's milk  
50% fat i.d.m. / ca. 1,5 kg

SHEEP



**SHEEP CHEESE MILD** 50% fat i.d.m. / ca. 4 kg  
**SHEEP CHEESE TRUFFLE** 50% fat i.d.m. / ca. 4 kg  
**SHEEP CHEESE OLD** 50% fat i.d.m. / ca. 4 kg

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](mailto:verkoop.int@vandersterre.nl)



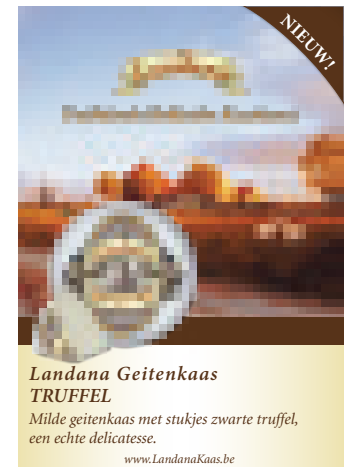
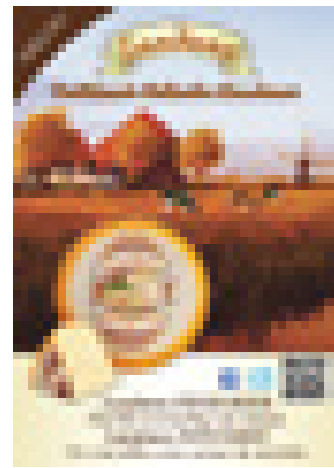
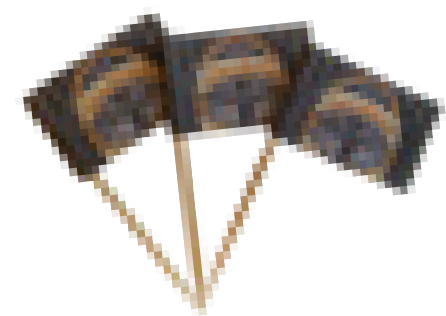
Wedges in vacuum or formshrink packaging: fixed weight.



Landana is also available in slices.  
Packed in attractive and recloseable packaging.

POS SUPPORT

Landana offers a wide variety of promotional materials, for example: flyers, text and photos for online use, labels and more. Please contact us for more information or to request these promotional items: [verkoop.int@vandersterre.nl](mailto:verkoop.int@vandersterre.nl)



[www.landanacheese.com](http://www.landanacheese.com)





A world first: the vegan Gouda cheese wheel. That's right! In 2021, we were the first in the world to launch a vegan whole cheese, also known as a 'cheese wheel'. A revolution in the traditional cheese world, this is our way of honouring Dutch cheese-making heritage with our own future-proof product. So every vegan cheese from Max&Bien is the plant-based variant of a Gouda-style whole cheese or 'cheese wheel' – and that's pretty special! Plant-based cheeses that steal the show on the cheese board! Discover the award-winning vegan

cheeses from Max&Bien, crafted in Amsterdam. 100% plant-based, 100% irresistible! Made with passion and craftsmanship by true cheese-lovers. Our plant-based cheeses are the ultimate feast for the senses on any cheese board – guaranteed!

Our two secret ingredients? A culinary chef (Max) and a food scientist (Bien). Together, they create the tastiest plant-based cheeses to grace any cheese board.

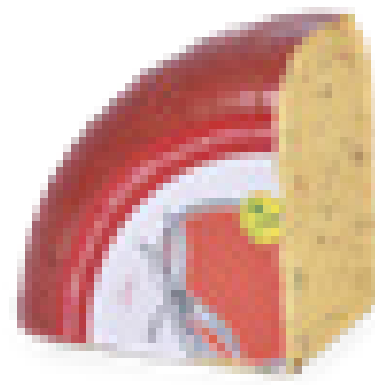


Available in quarters and in pre-packed pieces of 150g



### TRUFFLE

A delicious plant-based truffle cheese. It has a distinct, characteristic flavour thanks to the addition of specks of fresh black Italian truffles.



NEW

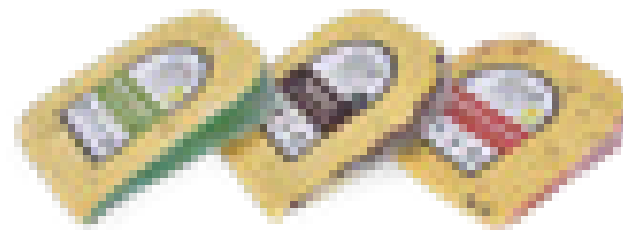
### TOMATO & OLIVE

Vegan cheese with tomato and olives from Max&Bien! With specks of sun-dried tomatoes and black olives, this delicious newcomer is bursting with Mediterranean flavours.



### HERBS & GARLIC

Irresistible vegan cheese with French herbs and a hint of garlic! Flavoursome, aromatic and mouth-wateringly good – ideal for the cheese board.



### 150 G. PIECES

@maxandbien  
www.maxandbien.com/en/



# OUR VANDERSTERRE TEAM



**IES VERLOOP**  
Commercial director  
export  
+31 (0)172 606 127  
m.verloop@vandersterre.nl



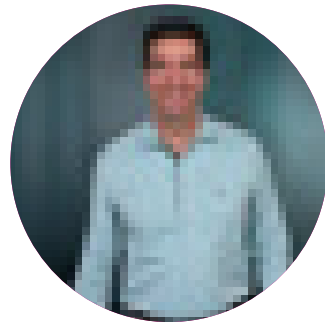
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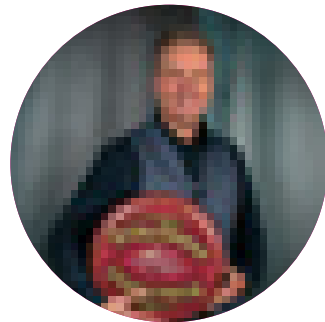
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