

Asda launches new flavoured cheeses

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Asda launches NEW and limited-edition cheeses to its range, great for elevating those final summer night cheeseboards, according to Asda's Cheese Expert.

As garlic flavoured cheese continues to rise in popularity, last year, Asda's Garlic & Herb Cheese Blend saw an over 2,000 per cent search spike after a social media post by New Foods UK on Facebook went viral. The Boursin Garlic & Herb Cheese, which also featured in the TV Show, 'The Bear', has also sparked a surge in garlic cheese popularity, with #Boursin on TikTok now seeing over 438 million views.

Expected to go down stinkingly well amongst customers, and launching as a limited-edition product into Asda's extensive cheese range, the NEW British Cheddar With Sweet Roast Garlic Cheese is a smooth and creamy cheese wedge, with a sweet, tangy and unique flavour profile that combines Roast Garlic Jam with subtle spices to complement the rich Cheddar Cheese.

Matthew Forde, Product Development Manager of Cheese at Asda, says: "We decided to bring this limited-edition product into our cheese range because we know that Asda customers go wild for garlic, with it being a popular flavour profile across a variety of our categories. We see customers using this cheese to spice up their cheeseboards this summer, with its real flavour bomb bringing something different to the usual spread."

Earlier in the summer, Asda also launched its cheese Burger Melts with trending flavour profiles, including Hot Honey, such as the Asda Summer Chorizo Flavour & Hot Honey Red Leicester Burger Melts 100g. Adding instant flavour to any burger straight from the grill, there's a melt for everyone's taste in the range, as other options include the Asda Summer Scotch Bonnet Chilli & Extra Mature Cheddar Burger Melts 100g and the Asda Summer Caramelised Onion & Mature Cheddar Burger Melts.