



EUROPEAN CHEESE CULTURE

Past,
present
and future

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In France :
Cheese consumption is a driver for
food consumption
and holds symbolic values

New consumer values for FOOD in France



» **Pleasure is back and represents a key value : taste, conviviality...**

» **There is an increase in 'destruction' values and convenience**

On one hand : Modern lifestyle, individualism , less time for cooking

On the other hand : destruction of meals is becoming a norm

» **Health is still valued, but considered as more of a constraint than a positive trend value**

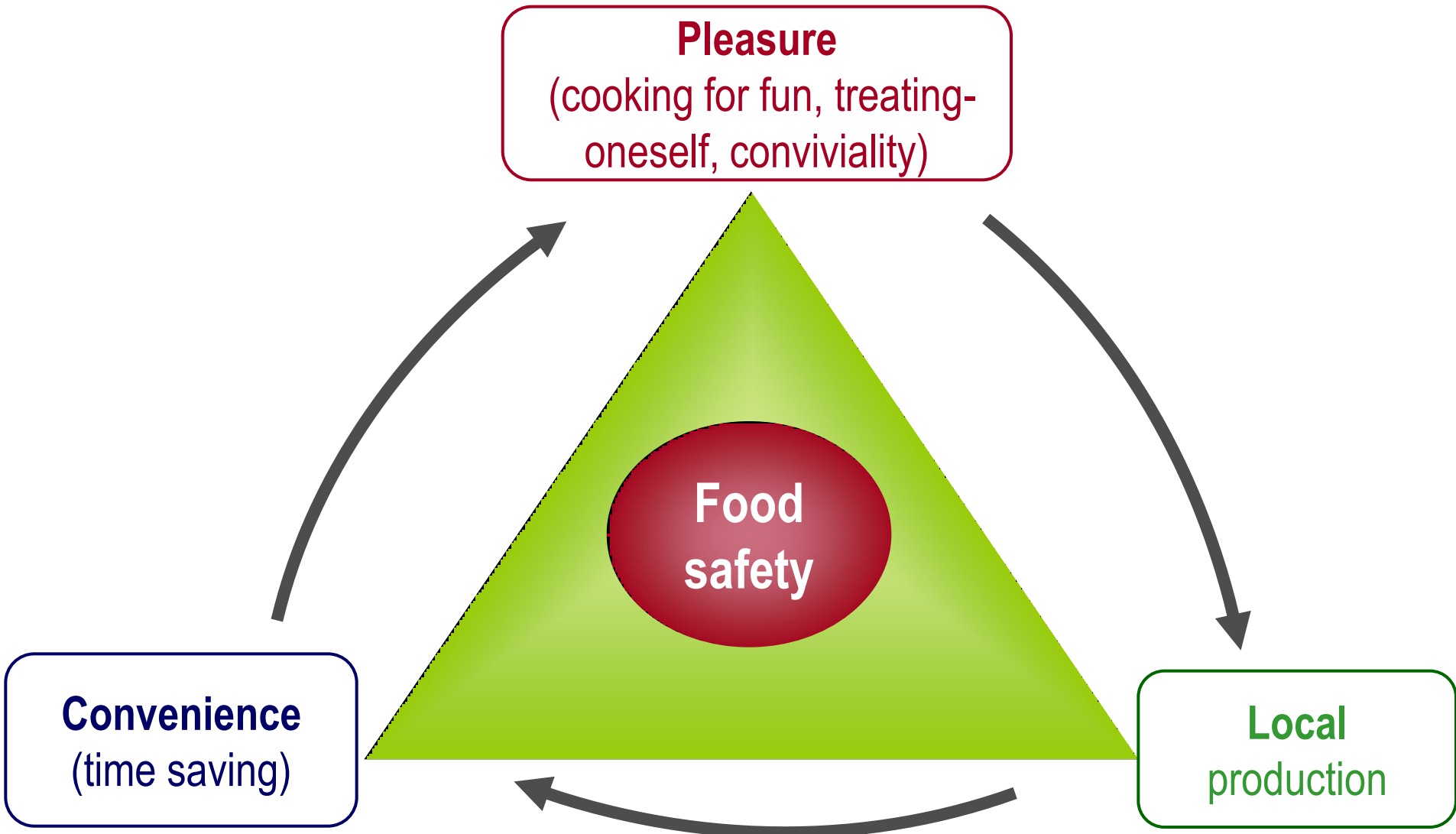
Evolution of Food perceptions :



More focus on :

- » **Quality** : More natural (and more 'Organic') and Fewer "ready-made" foods
- » **Origin of foods, "made in France" becomes more important**
- » **presentation, increase in importance of food aesthetics**
- » **Cooking is becoming more and more of a hobby**

Food consumption triangle



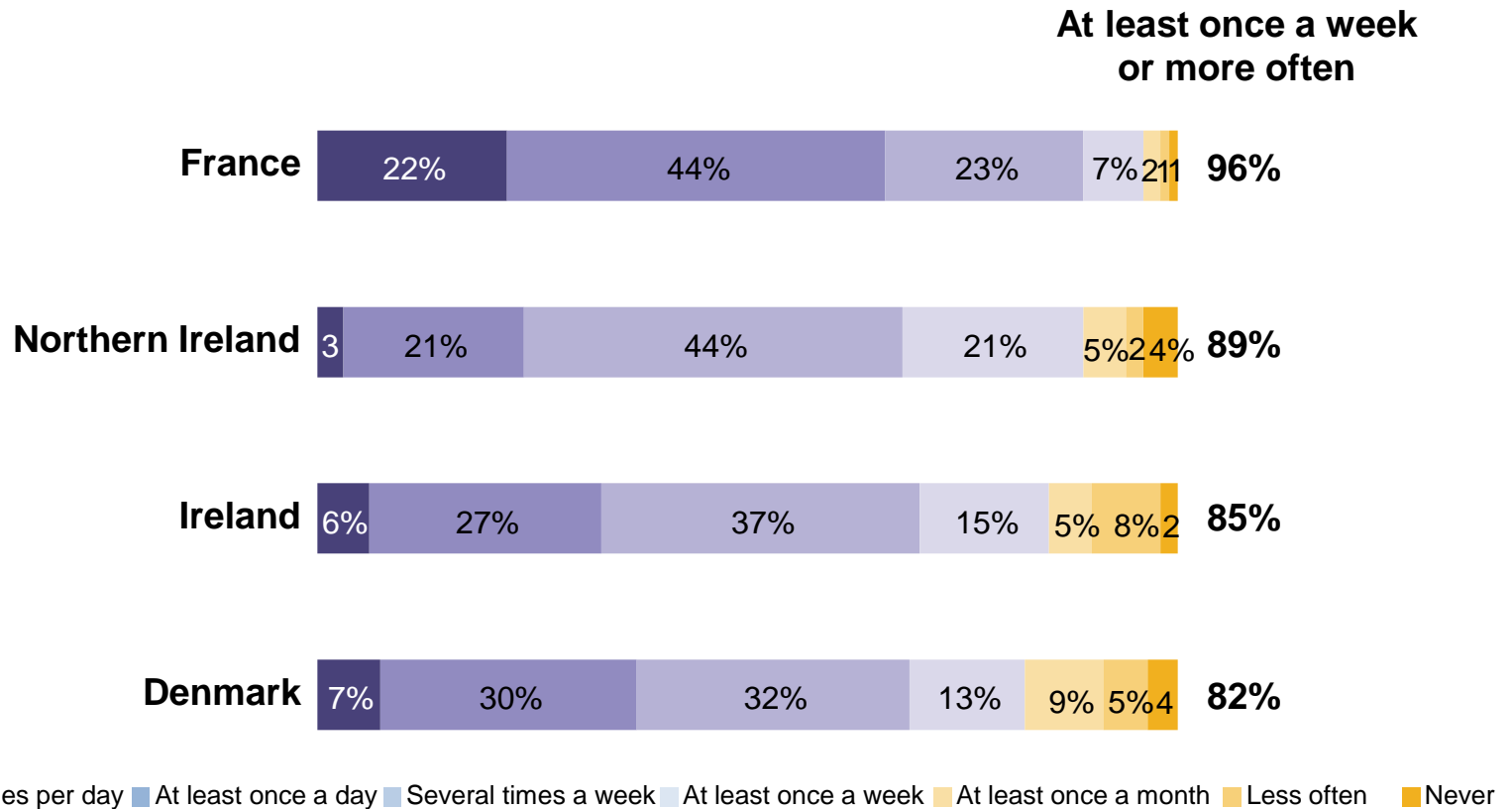


**Cheeses are
perfectly suited to
those new food
trends, making its
consumption evolve
in a positive way**

Cheese is more frequently consumed in France than in the other countries in Europe


How often do you consume cheese (at home, in a restaurant, at friends and family's...)

Basis : 2614



Cheese in France :

positive & modern representations

- 
- A woman with long, dark hair, wearing a black blazer, is shown in profile, holding a round, orange cheese wheel. Her hair is blowing in the wind, and she has a serene expression. The background is dark and out of focus.
- a pleasurable food appreciated for its TASTE (96%)
 - A heritage to protect, reinforce and develop (93%)
 - A perfect “natural food” a “real food” (PDO, regions, small and local production...)
 - A very convenient food, easy to eat every day, at any moment , in any situation, from snacking to cooking, alone or associated with many other foods and flavors (85%)
 - A very high potential for de creativity and a guaranty of recipe success!
 - The diversity (1200 different French cheeses) is a asset (96%)
 - Cheese in Cooking is a fast growing opportunity

How is cheese consumed in France



90%

AS SUCH



94%

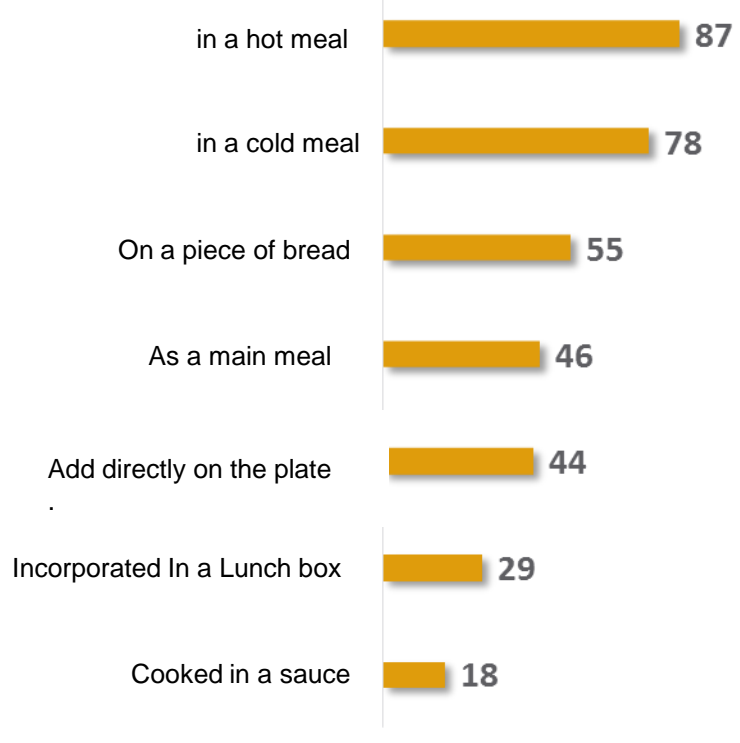
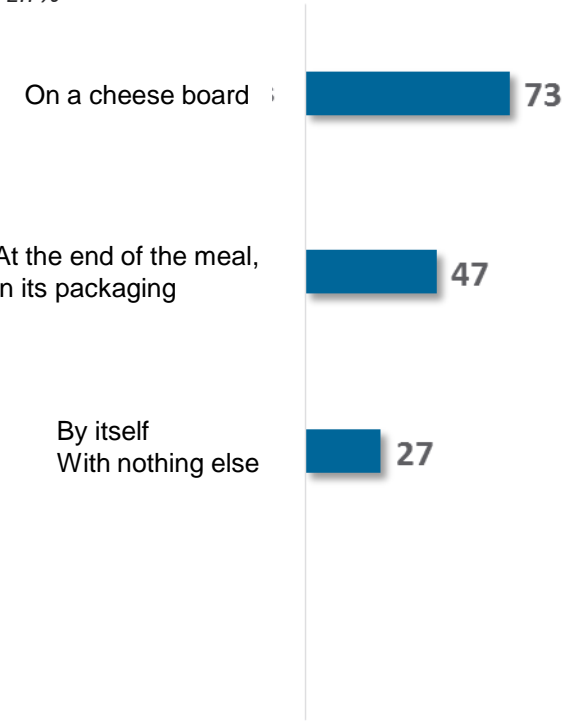
IN COOKING



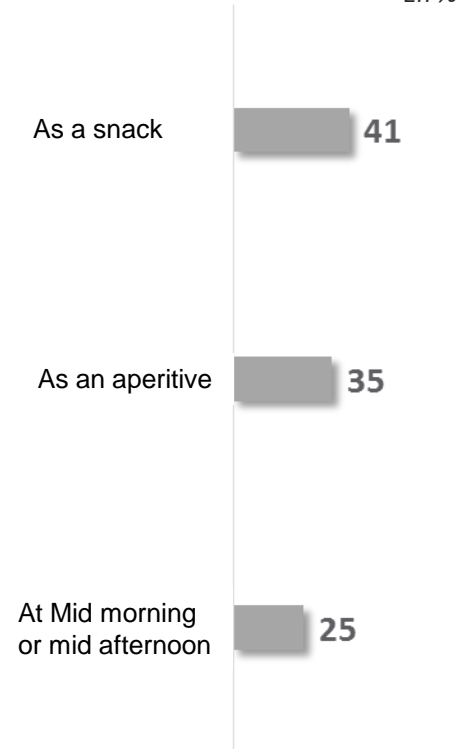
57%

AT SPECIFIC MOMENTS

En %



En %



Q10. In general how do you eat cheeses ?

BASE = 1020 individus consommateurs de fromage

Some cheeses are more specifically for the cheese board (at the end of the meal before dessert), some others are more for multiple uses



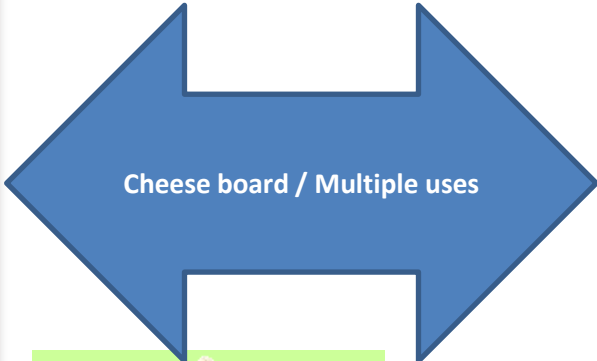
Camembert 90%

On a cheese board : 54%
End of the meal, in its packaging : 33%



St Nectaire 77%

On a cheese board : 60%
End of the meal, in its packaging : 23%



Goat cheese 86%

On a cheese board : 55%
End of the meal, in its packaging : 26%
In a Salad : 25%
Cooked in a hot meal: 21%
Spread on bread: 18%



Emmental 88%

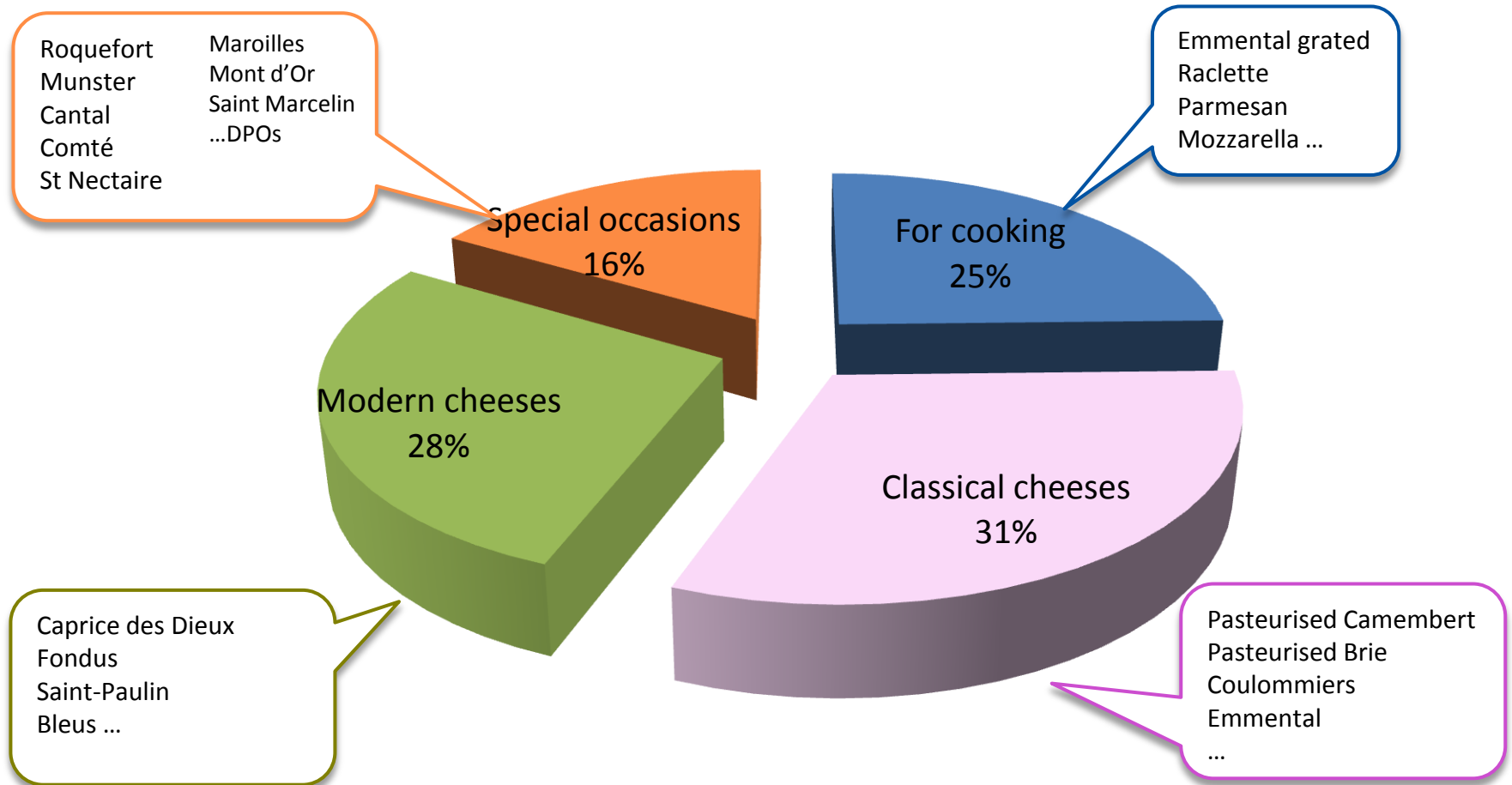
On a cheese board : 45%
Cooked in a cold meal : 28%
In a salad : 27%
End of the meal, in its packaging : 23%
for a snack : 17%
As an appetizer 14%



Spreadable Fresh Cheese 73%

On a cheese board : 27%
End of the meal, in its packaging : 24%
In a sandwich : 24%

Cheese Segmentation in France



Source : CNIEL d'après SymphonyIri

**Cheese modernity is not only in innovation
but also in :**

New ways of consumption

**Capacity to be associated with many other foods,
easy to cook in many recipes, can be consumed at
any moment during the day**

In line with tradition, Origin and naturalness





CONCLUSION

Cheese is a traditional food (cultural and authentic) with a strong heritage but is considered in France to be adapted to a modern lifestyle

It allows personal creativity in cooking and in easy food preparation

It is adapted to the old ways of living as well as to a modern lifestyle, due to its huge diversity and its versatility