

Easy, Squeezy, Cheesy.

20p OFF new Primula smokey cheese



PRIMULA® cheese

Anywhere, Anytime, Anybody

A family favourite since 1929, Primula offers great value and cheesy goodness. It comes in 5 mouth-watering flavours including a new smokey cheese tube. Squeeze it, spread it, melt it, enjoy it!

Easy Fishermans Pie with smokey cheese



Ingredients (4 servings):

- 450g/1lb fresh or defrosted fish; de-boned and de-skinned (we suggest 200g/7oz salmon, 200g/7oz cod, 50g/2oz prawns)
- 2 tubes of Primula smokey cheese
- 2 tsp fresh, finely chopped parsley or ½ tsp of dried parsley (optional)
- 2 hard boiled eggs cut into quarters (optional)
- 4 large potatoes
- 50g/2oz butter
- Salt & pepper to taste

Method:

- Pre-heat oven to 180°C/350°F/Gas mark 4
- Peel & chop potatoes into small pieces, put into a large pan, cover with cold water, bring to boil then simmer on a medium/low heat for 15-20 minutes until potatoes are soft in the middle.
- Drain well in a colander then put back into the pan, add the butter & mash well, add seasoning to taste.
- Cut fish into 1-2 inch chunks & place in a large, ovenproof casserole dish.
- Squeeze out the 2 tubes of Primula smokey flavoured cheese directly onto the fish.
- Add the parsley and quartered hard boiled eggs, gently mix in & flatten down.
- Carefully spread or pipe the mashed potato over the top of the fish.
- Place into a pre-heated oven at 180°C/350°F/Gas mark 4 for 45-50 minutes. Ensure the pie is piping hot throughout.

Serving Suggestions: Enjoy with fresh vegetables such as garden peas, cauliflower & carrots.

Something different?: Try using our tasty plain, prawn or chive cheese!

Cheats tip: Why not use a packet of instant mash for a quick alternative?

20p OFF



YOUR NEXT PURCHASE OF NEW PRIMULA SMOKEY CHEESE

AVAILABLE FROM SELECTED MORRISONS & SOMERFIELD STORES

To the customer: This coupon can only be used in part payment against one tube of Primula Smokey Cheese. Please do not embarrass your retailer by asking him to reclaim against any other item; he is not empowered to do so. Valid until: 30th April 2009. Valid in the UK only. Only one coupon per purchase. To the Retailer: Kavi Limited will redeem this coupon at its face value provided it has been taken in part payment for one tube of Primula Smokey Cheese. Kavi reserve the right to refuse payment against misredeemed coupons. Please submit coupons to Kavi Limited Coupon Redemption, PO Box 508, Leicester LE94 0AL. Closing date for redemptions: 30th May 2009.



Love Primula

Anywhere, Anytime, Anybody!



Squeeze it, spread it, top it, fill it, dip it and enjoy it!

From squeeze cheese tubes to delectable dips, Primula is a firm family favourite.

Offering wholesome goodness with great taste and even better value, Primula cheese and dips can be eaten cold or hot and used in a light meal or simply as a snack.

Famous five

The instantly recognisable cheese tubes come in five fantastic flavours; original cheese, cheese and ham, cheese and chives, cheese and prawn and new smokey cheese. Look out for in-store promotions throughout March.

Delicious just on a cracker, spread on toast, on a baked potato or stirred into pasta, Primula is cheesier than any other spread, is a good source of calcium and has less fat than non-squeezy cheese!

Deeply dippy

Primula's popular dips have had a makeover with improved recipes and a new curvier pot!

They are ideal for snacking in front of the TV and perfect for parties and picnics.

There are five creamy dips to choose from; roasted garlic, spring onion, sour cream & chive, nacho cheese as well as a spicy salsa. Available from your local neighbourhood store.



All in a good cause



Kavli, the company behind the Primula brand, is owned by a charitable trust which supports

good causes both in the UK and around the world.

For information about Primula, our great tasting range, competitions and more recipe ideas please visit: www.loveprimula.com

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