

February 2011

### Squeeze the fun back into Pancake Day

With Shrove Tuesday just around the corner we're getting those pancake tossing skills and ceiling mops at the ready. But this year, why not try a savoury twist to your traditional pancakes.

On Tuesday March 8, try spicing up your pancake mix with Primula Cheese with Chives, or mix it up with one of the other sumptuous flavours including Ham, Prawn or Primula Light for those who want to save some extra calories. Why not try one of these tasty savoruy Primula fillings.

#### Ingredients

For the pancake mix (makes 12 – 14 pancakes):

- 1 tub or tube of Primula Cheese of your choice
- 110g/4oz plain flour, sifted
- Pinch of salt
- 2 eggs
- 200ml/7fl oz milk mixed with 75ml/3fl oz water
- 50g/2oz butter

For the fillings:

- 3 x tubes of Primula Cheese of your choice
- 1 fresh green pepper, deseeded and sliced
- 1 fresh red pepper, deseeded and sliced
- Handful of basil leaves (optional)
- Any other salad of your choice



#### Method

To make the pancake mix:

1. Hold a sieve high above a large mixing bowl and sift the flour
2. Make a well in the centre of the flour and break the eggs into it. Whisk the eggs into the flour incorporating any bits of flour from around the edge of the bowl
3. Keep whisking while gradually adding small quantities of the milk and water mixture
4. When all the liquid has been added, squeeze your preferred flavour of Primula into the mixture. Scrape any stray bits of flour from around the edge into the centre then whisk again until the batter is smooth
5. Melt the butter in a pan, spoon 2 tbsp of it into the batter and whisk. Pour the remaining butter into a separate bowl.
6. Using a wodge of kitchen paper, smear the remaining butter around the pan before you make each pancake
7. Heat the pan until it is really hot then reduce heat down to medium

8. Using a ladle, pour the mixture into the pan and swirl it around to evenly coat the base
9. Cook the pancake until golden, about 30 seconds. Toss the pancake - careful not to decorate your ceiling – and cook the other side for another few seconds
10. Stack the pancakes as you make them separating them with greaseproof paper and place in the fridge to cool

For the filling:

1. Squeeze lines of your favourite Primula Cheese on half of one pancake, fold over and press closed
2. Cut the pancake into two equal pieces
3. Squeeze the Primula Cheese on both segments and add your pepper slices, basil and other salad to one of them. Place the other piece on top to make a plump, chunky pancake sandwich
4. If not eating straight away, cover in cling film and store in the fridge

For more recipe ideas please visit: [www.primula.co.uk](http://www.primula.co.uk).

**ENDS**

#### **Media Contact**

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#### **Notes to editor:**

Primula has been a leading family brand for over 80 years. Most famous for its cheese tubes, the squeezy cheese range consists of the original Primula Cheese, Cheese with Chives, Cheese with Ham, Cheese with Prawn and the new Primula Light.

Responding to the demands of health conscious consumers, Primula Light was launched in March 2010. Boasting 40% less fat, the tube contains 20% fewer calories than extra light vegetable spreads making it a tastier and lower calorie alternative to swirl on toast, bagels, crispbreads or whatever takes your fancy.

The recipe for Primula's famous spreadable cheese is a closely guarded secret. The original recipe was created in 1924 by Olav Kavli in Bergen, Norway and is still used today at the Kavli factory in Gateshead. Primula has resisted the move taken by other brands into cheaper, reduced cheese recipes and has geared its marketing effort to celebrate its high cheese content, quality ingredients and versatile use of the tube format.

Kavli Ltd manufactures a range of spreadable cheese and dips from its Gateshead site under the Primula brand. The company also owns Castle MacLellan Foods Limited, based in Kirkcudbright, proud makers of exquisite Scottish pâté made from the finest local ingredients.

Kavli is fully owned by the Kavli Trust which supports charities both in the UK and abroad.

