

APPENDICES

Appendix 1 - customer inquiries LiveActive® cheese.pdf

Appendix 2 - Kraft_Cheese_Live Active and Philly duplication_29 11 2011.pdf
(comparisons of sales for LiveActive and Philly and Philly in 4x40 vs 250g tubs)

Appendix 3 - Moulton 2011

Appendix 4 - Examples of presentation of cheese in 240g multi serve tub

Appendix 5 -GNPD Plant Sterol Cheese.pdf (*MINTEL search - examples of phytosterol enriched cheese product on sale in EU*).

Appendix 6 - Communication of daily sterol requirement

Appendix 7 - Barriers to cheese consumption