

# SMYlies

## Our *Cheese* Range









# Why Choose *British* Cheese?

With a history of cheesemaking dating back to the Roman era, the **UK has emerged as an industry leader**. Today, the country boasts a thriving cheese industry, producing **over 1,000 varieties of cheese**, surpassing the combined efforts of France & Belgium.

UK cheese consumption remains high, with **around nine in ten people** eating or using it regularly. With Cheddar remaining the nation's favourite cheese.

The strong image of cheese used in cooking is one to tap into, there remains **untapped potential to leverage this at the point of sale**, both in and beyond the cheese aisle.

Value sales in the UK cheese market grew by an estimated +3.1% in 2024.





THE KING'S  
*dairy*  
Cheese

*British Cheeses* FIT FOR A KING





# The *Kings* Dairy

The *King's Dairy* is *Smylies own-label brand* of exceptional British cheeses fit for any cheese lover.

With constantly evolving market expectations, we have curated a wide range of *traditional British cheeses* to cater for all tastes.

All our delicious cheeses are proudly made in the UK and are *gluten-free, GMO-free and suitable for vegetarians*.

No matter which one you choose, you can trust that we will consistently deliver *exceptional flavour and uncompromising quality*.

Shelf-life:  
268 days  
on  
delivery



For the full range and price list Click [HERE](#).





**Belton Farm**

GREAT BRITISH CHEESEMAKERS 1922

# A modern British cheese



Award Winning Red Leicester typically aged for  
16 months with a cunningly unexpected crunch



# Belton *Farm*

At Belton Farm they're passionate about making **great tasting classic and contemporary British Cheese**. As an independent family-run business, located in the stunning Shropshire countryside, cheese has been **made at Belton Farm by the Beckett family since 1922**.

Belton Farm only use the **very best, locally sourced, ingredients**.

Using handcrafted techniques passed down by their predecessors, Belton Farm produce **award-winning, handcrafted cheese** with real character and subtle complexity.

Shelf-life:  
? days on  
delivery





# Mouse *House*

The Mouse House Cheese is a proud **family-run business based in the heart of Lincolnshire**. Every one of their delicious cheeses is carefully crafted at Lymn Bank Farm Ltd, where **tradition meets quality**.

**From farm to fork**, they oversee every step of the cheese-making process, ensuring the **highest standards and authentic flavours**.

Mouse House take pride in **smoking their cheeses on-site**, preserving time-honoured family traditions.

Shop their extensive selection of cheddars today, blending **classic tastes with modern flavour innovations** to suit every preference.

**Shelf-life:  
180 days  
on  
delivery**

 Chilled



The Guru Truckle 200g

 Chilled



Red Leicester Truckle 200g

 Chilled



Italian Pizza Cheddar  
Truckle 200g

 Chilled



Black Pepper Cheddar  
Truckle 200g

 Chilled



Traditional Apple Smoked  
Cheddar 145g

 Chilled



Organic Vintage Cheddar  
145g

 Chilled



Hot and Garlic Cheddar  
145g

 Chilled



Tomato & Basil Cheddar  
145g



For the full range and price list Click **HERE**.





THE  
**MOUSE  
HOUSE**  
CHEESE COMPANY

FINEST VINTAGE  
THE  
**MOUSE  
HOUSE**  
CHEESE COMPANY  
ENGLISH CHEDDAR

BLACK PEPPER  
THE  
**MOUSE  
HOUSE**  
CHEESE COMPANY  
CHEDDAR



For any further questions  
please don't hesitate to  
***get in touch.***

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