

I'll Have What "Cheese" Having! Jarlsberg® Cheese Plays Starring Role

Pairs Classic Films With Foods in The Jarlsberg® Cheese Food Angle Program

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/EINPresswire.com/ -- [Jarlsberg®](http://www.jarlsberg.com)

Cheese is rolling out the red carpet in honor of their 60th anniversary with a Hollywood inspired program all about the starring dish called The Jarlsberg Food Angle! Have you ever been glued to your favorite film and wondered what they were eating? For the first time ever, like a scene right out of a magical flick, Jarlsberg® Cheese is bringing the food right from the big screen to your dining room table, with this program that features online videos and a recipe filled [cookbook](#). The program launches Early October and runs through November 2nd on Jarlsberg.com/foodangle. The Jarlsberg® Food Angle brings to life favorite classic movie scenes in the Instagram age.

<http://www.jarlsberg.com/foodangle>

Jarlsberg® is giving cheese lovers, food lovers and movie fans a whole new take on their favorite films by releasing three videos of three classic dinner scenes shot from an entirely new angle. This new movie take refocuses the movie scene firmly on the food, with every detail from the movie lovingly recreated. There is also an exclusive cookbook filled with movie inspired recipes.

People can easily guess what movie

classic scenes the foods are based on. The scenes include a midnight pasta dinner made for mobsters, a lonesome mac n' cheese meal and a titillating diner lunch that raises your pulse – all starring the Jarlsberg® signature dish.



“Most classic movies have an epic food scene – but it is rare that the dish takes center stage. “ Says Deborah Seife, Marketing Manager of Jarslsberg Cheese. “With food becoming totally entwined with pop culture, we at Jarslsberg thought it was a perfect time to turn the camera toward the dishes.”

The new take on the classic scenes are shot in how people are seeing content on social networks, with inspiration taken straight from the film and with food taking the focus. The videos have subtitles to show just how to recreate these classic dishes so viewers can make them home.

In addition to the three videos, The Jarslsberg® Cheese Food Angles Cookbook will feature 10 recipes from classic movies that you can easily prepare at home. Recipes will include signature movie dishes you’ve always wanted to try, and you’ll be cooking up an Award Winning dinner party before you know it. From thriller meals that will leave you at the edge of your seats to romantic dinners, this is the cookbook for all seasons. Fans can view videos and upload the cookbook by visiting Jarslsberg.com

About Jarslsberg® Cheese:

In 1956, we created Jarslsberg® Cheese, using an original Norwegian recipe. Why does Jarslsberg® cheese taste so mild, nutty and delicious? It's all part of the legend...and Norway's most guarded recipe! Jarslsberg Cheese Minis is the winner of Men’s Health Best Snack Award for 2014 and 2015. All Jarslsberg Cheese varieties are naturally lactose and gluten free.

The company has a cheese for every palate:

Jarslsberg® Cheese: Best known for the classic wedge available in original and smoked, was first created in 1956 and offers a slightly nutty, mild and delicious taste is perfect for any cheese board, is the right pairing for any meats of your choice.

Jarslsberg® Hickory Smoked Pre-Sliced Cheese: Sure to please every member of the family with its delicious smoked taste and convenient slices.

Jarslsberg® Cheese Snacks: These individually packaged, delicious Jarslsberg® Cheese snacks are filled with protein and the same Jarslsberg® mild, slightly nutty taste we all know and love. Perfectly portion controlled, every cheese stick is the snack you will keep reaching for!

For a complete product list go to www.jarlsberg.com

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