



Established brand in Cheese category

Objectives

Launch of a range of a Greek Cheese brand into Denmark in 2014

Response

The white cheese category was lacking a brand and growth when Minerva arrived. Green Seed has been with all the way from knocking the doors to establishing trust to launching a new brand and to operating the business.

The result is that today the range is in national distribution and is the fastest growing Cheese brand in the category segment.

Results

The Minerva brand is established in the Danish market and growth is 2 digit and this has made it possible to launch more products.