

Rylan Clark Pledges His Allegiance To New Secret Cheese Society: The Cheez-Masons

- This comes as almost half (46%) of the nation say they are cheese obsessed with nearly 1 in 2 revealing they 'camembert' live without it
- Over a third (34%) of those aged 18-34 say they love cheese so much they'd consider getting a tattoo to celebrate their dedication
- Rylan Clark is leading the charge on the new secret society, as he's spotted getting 'Cheez-Inked'* in London
- 1 in 20 cheese obsessed Brits admit they'd refuse to date someone who doesn't like cheese
- To celebrate the nation's obsession, the recently launched snack brand, Cheez-It, has launched a secret society, *'The Cheez-Masons'* and is inviting all cheese fanatics to their first initiation in London



Can't live without cheese? No? Then you've given a whole nation of cheese lovers the ick.

It seems it's not the Roman Empire that Brits can't stop thinking about, but Cheddar, Red Leicester and Feta instead.

And now Rylan Clark has taken his love for cheese to a whole new level—literally wearing it on his sleeve. The beloved TV personality and self-confessed cheese lover has gone the extra mile and been 'Cheez-Inked'*, getting a custom cheese-themed 'tattoo' to celebrate his role as the first-ever member of The Cheez-Masons. The new secret society is dedicated

to the love of cheese—founded by none other than Cheez-It, the iconic US snack brand, newly launched in the UK.

It turns out that a huge 46% of the UK consider themselves cheese-obsessed—so much so that one in twenty (5%) say it could decide their future partner, as anyone who turns their nose up at the good stuff is deemed a walking red flag.

46% even argued it was something they couldn't live without. In fact, obsessives have gone to great lengths to get their 'cheese-hit', as 1 in 4 reveal they've snuck their own cheesy snacks into public places, with 17% of Brits craving cheese at least once a day.

Cheese fanatics are willing to go to drastic lengths to show their commitment to the food. 62% say they wouldn't give 'e-dam' who knows about their obsession, and one in 20 would happily get a tattoo declaring their love for it (6%), with 18-34 year olds being most keen, as a third contemplate showing their love for cheese with permanent ink (34%).

And for the 25% who said they would love to be a part of a cheese 'cult', Cheez-It is here to answer their prayers. They can follow Rylan in joining The Cheez-Masons to celebrate cheese obsessives and the arrival of Cheez-It here in the UK. Cheddar days are ahead!

To kick-start the fun, Cheez-It will be hosting a cheez-initiation ceremony, welcoming like-minded turophiles (see: ultimate cheese lovers) to indulge in cheesy surprises and giveaways on Wednesday 11th September at Kachette in Shoreditch, London.

The event is open to all, welcoming the cheese-obsessed from near and far to worship at the altar of the thing they can't live without. Simply give [@cheezit_uki](#) a follow on Instagram to be in the know and register for free event tickets via this [link](#).

The research also revealed 1 in 10 cheese enthusiasts are distrusting of people who aren't a fan of their favourite food, and 5% even believe liking cheese should be an option or preference on dating sites to make sure potential partners are like-minded.

The launch of Cheez-It Snap'd will be available in three flavours, Double Cheese, Cheese & Chilli and Cheese, Sour Cream & Onion—cheese lovers will no doubt be eager to try the new snack on offer. Guaranteed to hit the spot, they are baked with 100% real cheese while its unique curved shape gives it the ultimate satisfying crunch. And as it's baked, not fried, the flavour packs a powerful punch.

Rui Frias, Cheez-It spokesperson, shares his excitement on the secret society launch: "As we know from our research, cheese is one of the nation's favourite foods and it's clear Brits will go to extreme lengths to show their love for it.

He continues: "We can't wait to welcome true cheese obsessives to The Cheez-Masons, a one-of-a-kind secret society where like-minded members can come together and celebrate

the wonderful world of cheese and cheese snacks. More importantly, they'll be able to get their hands on our brand new snack Cheez-It - giving them the Cheez-Hit they desire!"

The Cheezmasons will be welcoming current and future members on Wednesday 11th September, running from 09:00 - 19:45 at Kachette, 347 Old Street, London, EC1V 9LP. Updates are available on the Cheez-It Instagram [@cheezit_uki](#) and free event tickets are available via this [link](#).

ENDS

Notes to editors

Consumer research conducted with OnePoll, across 2,000 UK adults between 9th and 12th August 2024

*Disclaimer 'Cheez-inked' refers to a temporary transfer tattoo

Details on the CheezMasons event can be found below:

Date: Wednesday 11th September 2024

Location: Kachette, 347 Old Street, London, EC1V 9LP

Tickets: <https://www.eventbrite.com/e/the-cheez-masons-a-new-secret-society-for-the-cheez-obsessed-tickets-1002868616027?aff=oddtcreator>