

Manifesto

Our story starts more than a century ago in the fields of the Netherlands. The fields where grazing cows create the most important ingredient for our beloved cheese: milk.

But cheese is so much more than "just milk."

Cheese is personal

Cheese is happiness

Cheese surprises and delights us

It comes in different shapes, sizes and flavors: a quick cheese sandwich, or a 20-piece tasting board; before work for breakfast, or after a really delicious meal paired with a good glass of wine. Best of all is when it's shared with friends and family to enjoy and remember.

But the world of cheese can be overwhelming. Between the textures, flavors and thousands of varieties, it can be a challenge to navigate and find your favorites.

That's where we come in. With over a century of experience, we will introduce you to beautiful and authentic cheeses from all over the world, to spark your taste and passion. We will guide you through this adventurous world of quality cheese with fun and excitement.

There is more to great cheese than just eating it. Learn with us along the way and share your knowledge with friends and family while bringing moments of happiness to the table.

We are Velder.

Tasting Happiness

