



FOR IMMEDIATE RELEASE

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**Healthy Eating For the Holidays:
Emmi-Roth Käse USA Offers Winter Vegetable & Cheese Pairings**

MONROE, Wis. – Healthy eating and the holidays may seem at odds with one another, but by pairing vegetables with cheese in culinary applications this season, family and friends can enjoy wholesome meals that are packed with flavor and full of vitamins, minerals, and calcium.

Winter's hearty vegetables, along with varieties that can be stored throughout the colder months, are perfect for creating nutritious and warming meals. The Winter edition of Emmi-Roth Käse USA's Seasonal Pairings program offers a wide range of tasty, healthy ideas for pairing veggies and cheese in seasonal dishes.

Emmi-Roth Käse suggests a Dill Havarti Farfalle salad, featuring braised fennel, sun-dried tomatoes, and saffron to kick off the holiday season with style. Or, create a Gruyère Puff Pastry Tart as a delicious way to enjoy winter onions.

Other options include dipping roasted root vegetables, potatoes, cauliflower, and Brussels sprouts into a bubbling pot of alpine fondue, combining GranQueso® with fennel to create a gratin, or topping endive with Buttermilk Blue® for an easy and elegant appetizer. Give the gift of good eating this season by offering more cheese and veggies pairings to holiday guests.

For additional information and to request a copy of the pairing chart with recipes, contact Kirsten Steinhauer, Emmi-Roth Käse Marketing Manager, at 608.845.5796 ext. 5, or visit www.emmi-rothkase.com.

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About Emmi-Roth Käse USA

Emmi-Roth Käse USA, a subsidiary of Emmi Group, is a leading provider of specialty and artisan cheeses and premium fresh dairy products. Our expansive portfolio includes award-

winning cheeses from Switzerland, Europe, and the United States, each crafted with pride from the freshest local milk. Key cheese brands include Kaltbach cave-aged, Grand Cru and Buttermilk Blue. Our specialty dairy products include Swiss Premium Yogurt and Caffè Latte, Emmi's chilled coffee drink crafted with fresh roasted coffee and the finest milk. Tradition and innovation balance perfectly to deliver distinctive offerings of the highest quality to the retail and food service trades. For more information on Emmi-Roth Käse USA and our impressive product assortment and innovative solutions, visit www.emmi-rothkase.com

About Emmi

Emmi Group is the largest Swiss milk processor and one of the most innovative premium dairies in Europe. In Switzerland, Emmi focuses on the development, production and marketing of a full range of dairy and fresh products as well as the production, ageing and trade of primarily Swiss cheeses. Outside Switzerland, Emmi concentrates on brand concepts and specialities in European and North American markets. The primary focus in fresh products is on lifestyle, convenience and health products. In the cheese business, Emmi positions itself as the leading company worldwide for cheese from Switzerland. Emmi's customers are primarily the retail trade, the food service sector and the food industry. In 2009, Emmi achieved net sales of CHF 2.62 billion and employed some 3,525 people (full-time equivalents) in Switzerland and abroad.