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**New “Easy Entertaining with Emmi Roth USA” Cookbook
Celebrates 20 Years of Crafting and Curing Cheese in Wisconsin**

MONROE, Wis. . Emmi Roth USA is commemorating its 20th year of crafting and curing cheese in Monroe, Wisconsin with the release of a new cookbook highlighting easy ways to entertain with award-winning cheeses and fresh dairy products. Roth Käse USA began its operations in 1991, and was acquired by Emmi Group in 2009. After merging with Emmi US subsidiary (Emmi USA), the company is now known as Emmi Roth USA and offers a full range of imported and domestic cheese specialties along with fresh dairy products.

“Easy Entertaining with Emmi Roth USA” features over 50 original recipes, ranging from festive appetizers to fondue to spirited libations and delicious endings. Many of the recipes were created by chefs, cookbook authors and food writers and provide a quick and easy way to integrate Emmi Roth products in everyday entertaining as well as on special occasions. Highlights include Chef Jasper Mirabile’s Rigatoni Pasta with Buttermilk Blue[®], Chef Cleetus Friedman’s Spinach Pesto Crostini with GranQueso[®], and Chef Rex Hale’s Lobster Macaroni and Cheese with Gruyère.

“Easy Entertaining” is Emmi Roth’s second cookbook; the first cookbook, launched five years ago in celebration of their 15th anniversary, will continue to be available in the short term by special request with extended lead time. “Easy Entertaining” is currently available to the trade through the Emmi Roth USA sales team. All recipes from both cookbooks are available online at www.emmirothusa.com under Recipes and Pairings.

“Customers always ask how they can extend the use of our cheeses and fresh dairy products in the kitchen,” said Guido Kaelin, VP of Marketing at Emmi Roth USA. “This cookbook gives great suggestions for using our products in a variety of quick and easy culinary applications, and we’ve taken care to make sure that the recipes are approachable, user-friendly AND delicious. They’re the types of dishes you’d want to share with family and friends.”

For additional information about Easy Entertaining with Emmi Roth USA, contact Kathy Preston, Marketing Assistant at Emmi Roth USA, at 608-845-5796 x116 or email kathy.preston@emmirothusa.com.

About Emmi Roth USA, Inc.

Emmi Roth 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 Caffe 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 USA and our impressive product assortment and innovative solutions, visit www.emmirothusa.com.

About Emmi Group

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 specialties 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.