



**FOR IMMEDIATE RELEASE**

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**Emmi Roth USA Launches New Online Shopping Experience**

MONROE, Wis. . Just in time for the holidays, Emmi Roth USA has launched a new online shop offering a broad range of American and imported specialty cheeses, fresh dairy products and gift ideas: [www.emmirothusa.com/shop](http://www.emmirothusa.com/shop).

From fondue sets and cheese course kits, to gift baskets filled with the finest specialty cheeses from Wisconsin and Switzerland, Emmi Roth USA's online shopping experience offers the perfect answer to pleasing friends and loved ones with tasteful gifts during the holidays.

Specialty cheeses, including Kaltbach Cave-Aged Le Gruyère Switzerland AOC and Buttermilk Blue® from Wisconsin, are available by the pound or in assorted gift baskets, such as Best of Switzerland, Wisconsin's Finest, and Flavorful Favorites.

In addition, cheese accessories, such as candlelight Raclette grills, large and mini fondue sets, and wood girolles make the ideal gift for cheese lovers, while the Party Planning section makes for easy entertaining. Order cheeseboard kits for holiday parties, or choose cheese fondue, chocolate fondue and Raclette party packages.

Also available for purchase is a selection of fresh dairy products, including indulgent Swiss Yogurt and Caffè Latte.

For additional information, contact Kathy Preston, Marketing Assistant at Emmi Roth USA, at 608-845-5796 x116 or email [kathy.preston@emmirothusa.com](mailto:kathy.preston@emmirothusa.com).

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**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 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 USA and our impressive product assortment and innovative solutions, visit [www.emmirothusa.com](http://www.emmirothusa.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 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.*