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**Tasteful and Convenient: Emmi Roth USA Launches Grand Cru® Diced Gruyère**

MONROE, Wis. – Award-winning Grand Cru® Gruyère from Emmi Roth USA is now available in a convenient diced format. After several months of testing, the new quarter-inch dice proved ideal for foodservice applications; easier to portion and distribute, it provides better coverage with less overlap when baking and melting compared to shreds and slices.

“We’re always looking for creative solutions for at-home and professional chefs alike. This new diced format for Grand Cru® Gruyère functions beautifully in the kitchen, and garners plenty of attention every time we work with it out in the field,” says Regi Hise, Corporate Chef at Emmi Roth USA.

Grand Cru® Gruyère is crafted by expert cheesemakers in copper vats at Emmi Roth USA in Monroe, Wisconsin, using fresh, pasteurized rbst-free cow’s milk. Cured a minimum of four months, this rich, smooth and mellow cheese has light floral notes and hints of earthiness, and its popularity in the kitchen continues to grow. Ideal for melting, Grand Cru® Gruyère lends an indulgent flavor to culinary applications, and is perfect for baking onto breads and croutons, pizza and crostini. Other applications for the new diced format include omelets, gratins, soups, sauces, fondue, and mac ‘n cheese.

For more information, contact Kirsten Steinhauer, Marketing Manager, phone 608-845-5796 Ext. 5, or visit [www.emmirothusa.com](http://www.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.*