



FOR IMMEDIATE RELEASE

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Photos: Available upon request

**Emmi Roth USA Sponsors Buttermilk Blue® Recipe Contest
for Foodservice Professionals**

MONROE, Wis. . Emmi Roth USA announces a 2011 Buttermilk Blue® recipe contest for U.S. foodservice professionals, offering the winner a \$1000 cash prize and trip to the company's creamery in Wisconsin.

Perfect for culinary applications, Buttermilk Blue® is a classic, creamy, well-balanced blue cheese. Chefs appreciate its sophisticated yet approachable flavor profile, and its clean finish. Never overpowering, it is excellent for crumbling and plays perfectly with other ingredients.

Restaurant owners and chefs in the forty-eight contiguous states are encouraged to enter the Buttermilk Blue® recipe contest, which runs from February 1, 2011 to April 30, 2011. The winner will earn a \$1,000 cash prize, plus a trip for two to the Emmi Roth USA production facility in Monroe, Wisconsin, including airfare, hotel and a VIP tour of the facility's creamery, curing cellars, and Culinary Education Centre. A consultation with the Emmi Roth USA corporate chef and a feature in the company's foodservice newsletter, Culinary Connections, is also included. Contest entries must include:

- Complete recipe(s) for menu items using Emmi Roth USA Buttermilk Blue® brand blue cheese in the official contest recipe format
- Official menu with recipe menu item(s) mentioning the "Buttermilk Blue®+brand;
- Statement of actual dates of use of menu and service of submitted recipe item(s);
- A statement that entrant is owner or currently employed chef at the qualifying restaurant or foodservice facility; and
- Digital or printed photograph of the dish.

To receive a free sample of Buttermilk Blue®, entrants should contact their regional Emmi Roth USA sales representative. Additional questions may be emailed to:

bluerecipecontest@emmirothusa.com. Complete contest rules and entry forms available at 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.

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.