



**FOR IMMEDIATE RELEASE**

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## **Emmi Roth USA's GranQueso Honored for Eighth Consecutive Year at 2011 American Cheese Society Competition**

MONROE, Wis. – Emmi Roth USA took home the blue ribbon in the Hispanic & Portuguese Style Cheese (ripened) category for the eighth consecutive year at the 2011 American Cheese Society competition. GranQueso Reserve, with extended shelf-curing under the watchful eyes of cellar masters, captured first place, while the younger version, cured at least 6 months, was awarded second place.

Similar to a Spanish Manchego but crafted with cow's milk, GranQueso has a distinctive bite and lingering sweet finish unlike any other. Additional curing allows GranQueso Reserve to develop nuanced layers of sweetness with hints of caramelized pineapple and a body that's perfect for grating and shredding. "GranQueso has been an all-star since it was first introduced, and the awards at this year's prestigious ACS competition underscore our team's continued commitment to consistent cheesemaking excellence" says Steve Millard, President of Emmi Roth USA. The company also earned a third place award for Rofumo, a naturally smoked Fontina, in the Smoked Cheese (cow's milk) category.

Each year, the competition expands, reflecting the growing market for American specialty and artisan cheeses. The 2011 American Cheese Society competition in Montreal hosted a record-breaking 1,676 total entries from 258 different companies in the United States, Canada and Mexico. Emmi Roth USA has won over 40 awards for its specialty cheeses at the ACS competitions, and its expert cheesemakers and cellar masters have won hundreds of awards in national and international contests.

For more information, contact Kirsten Steinhauer, Marketing Manager at Emmi Roth USA, at 608-845-5796 x115 or [kirsten.steinhauer@emmirothusa.com](mailto:kirsten.steinhauer@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.*