



FOR IMMEDIATE RELEASE

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Date: September 16, 2011
Photos: Available upon request

**Emmi Roth USA Sponsors Gruyere Recipe Contest
for Foodservice Professionals**

MONROE, Wis. . Emmi Roth USA announces a Gruyere Recipe Contest for Foodservice Professionals, offering the winner a \$5,000 cash prize and 5 day/4 night trip for two to Lucerne, Switzerland.

Gruyere cheese continues to gain popularity in foodservice applications because of its outstanding melting qualities and ability to add rich, earthy undertones to a wide variety of dishes. This contest allows foodservice professionals the opportunity to explore the many ways in which Gruyere can inspire their culinary creations.

Restaurant owners and chefs are encouraged to enter the Gruyere Recipe Contest for Foodservice Professionals, which runs from September 16, 2011 to December 16, 2011. Eligible entries will be judged on creativity, novelty, uniqueness of application and flavor quality. Contest entries must include:

- Complete recipe(s) using one or more Emmi Roth USA Gruyere cheese(s) (*Kaltbach cave-aged Le Gruyère Switzerland AOC, Le Gruyère Switzerland AOC, Le Gruyère Reserve Switzerland AOC, Grand Cru® Gruyere, Grand Cru® Gruyere Reserve, Grand Cru® Gruyere Surchoix and/or private label brand Gruyere produced by Emmi Roth USA, including Block & Barrel® Gruyere*). Entrants may submit multiple recipes on separate entry forms.
- Digital or printed photograph of entry.
- Official Entry Form completed in its entirety (incomplete forms will not be processed).

Complete contest rules and entry forms available at www.emmirothusa.com. For additional questions regarding the contest, contact us at gruyererecipecontest@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.