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**Gourmet Snacks for Grown-Ups: Emmi Roth USA Introduces Shelf Stable
Great American Cheeseboard – Cheese On-the-Go**

MONROE, Wis. – Emmi Roth USA introduces a new generation of snacks for grown-ups: the Great American Cheeseboard – Cheese On-the-Go, a shelf-stable, grab-and-go cheese selection with complimentary condiments.

The gourmet snack or light meal carries a 180-day shelf life and includes three pasteurized processed cheeses: Pepper Jack, Cheddar and Swiss, along with dried apples & cranberries and water crackers. Requiring no refrigeration, it is ideal for retailers, airlines, hotels, theme parks, movie theaters, and any foodservice establishment looking for a distinctive single-serve offering.

Cheese On-the-Go compliments Emmi Roth USA's existing range of Great American Cheeseboards, which require refrigeration and feature award-winning all natural Wisconsin cheeses perfectly paired with condiments. The Artisan Selection features Blue cheese, Gruyère, and Gouda with water crackers and fruit & nut mix; the All-American Selection features Cheddar, Pepper Jack, and Colby Jack with water crackers, dried apples & cranberries; the Italian Selection features Gorgonzola, Asiago, and Fontina with water crackers and Kalamata olives.

For more information, contact Kirsten Steinhauer, Marketing Manager, phone 608-845-5796 Ext. 5, or visit 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.