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TOP 4 CHEESE TRENDS TO ENJOY ON JANUARY 20 – NATIONAL CHEESE LOVER’S DAY!

(January 17, 2012 – Boonton, NJ): National Cheese Lover’s Day on January 20 is the perfect time to discover new Swiss cheese delights – and who better to share the latest trends in cheese than Emmi, one of Switzerland’s premium dairy companies.

Regi Hise, Corporate Chef & Director of Culinary Development at Emmi Roth USA, suggests celebrating National Cheese Lover’s Day with one of these four Cheese Trends:

1. Everything Artisanal – “Handcrafted cheeses made from fresh, all-natural ingredients maximize everything cheese lovers love – from the first bite to the finish,” says Hise. Kaltbach Cave-aged Le Gruyère Switzerland AOC is a classic and one of the great cheeses of the world. Whether it’s at mealtime or just for snacking, Le Gruyère delivers rich, full, delicious flavors.
2. Breakfast Anytime – Hise offers, “Easy and inexpensive, breakfast fare like cheese frittatas and omelets offer great options for lunch and dinner too.” For an easy and delicious surprise, make traditional Swiss Roesti Potatoes by adding Switzerland Swiss or Le Gruyère to shredded hash browns.
3. Fondue Fun – “Cheese Fondue is still a classic social meal that brings family and friends together over a shared fondue pot. Today it’s been updated and upscaled with specialty cheeses like Le Gruyère, Switzerland Swiss, Emmentaler, Appenzeller and a host of others. Try some special accompaniments for dipping like craft breads, soft hot pretzels and a selection of fresh cut fruit, fresh and pickled vegetables.

4. Melt It – “Melting cheese allows all its delicious flavors and aromas to be released. Whether it’s on cheeseburgers, mac 'n cheese, grilled cheese, deli sandwiches, pizza, or a hot bowl of French Onion Soup topped with Le Gruyère, comfort foods can easily go gourmet with the additions of specialty cheeses.

You don’t need to be one of the world’s great chefs to enjoy one of the world’s great cheeses. However you choose to celebrate National Cheese Lover’s Day, Hise has one strong piece of advice: “Just be sure you use top quality cheese made from fresh, all-natural ingredients. It’s the key to maximizing your cheese enjoyment.”

For more information about Emmi of Switzerland, including recipes for every cheese lover, please visit EmmiRothUSA.com.

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PRESS: For an interview with Regi Hise or more information about Emmi of Switzerland, please contact Stefanie Fernandez at The S3 Agency: 973-257-5533 or sfernandez@theS3agency.com

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.

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