



**FOR IMMEDIATE RELEASE**

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## **CHEESY INNOVATIONS FOR NATIONAL BURGER MONTH**

(May 1, 2012 – Boonton, NJ): May marks National Burger Month, and nothing completes a burger like a rich melted cheese, but placing a slice of American cheese on top is only the beginning. Few know cheese better than the Swiss – and Emmi Roth USA, the U.S.-division of one of Switzerland’s premier dairies, offers a Swiss twist to add some unexpected flavor and excitement to burgers this May.

“Use high-quality cheeses to add taste and a touch of Swiss refinement to your burgers, and try incorporating the cheese into the burger, instead of only placing it on top,” suggests Chef Regi Hise, Corporate Chef and Director of Culinary Development for Emmi Roth USA. Here, Chef Hise offers two recipes for burgers that breath new life into the cheeseburger:

### **Swiss Alp Bellevue Burgers**

#### Ingredients:

1 pound ground beef  
8 ounces Emmi Swiss Alp Bellevue, crumbled  
Salt and Pepper to taste  
Lettuce for garnish (optional)  
4 hamburger buns

#### Method:

- Preheat grill
- Combine ground beef and 4 ounces of Swiss Alp Bellevue, in a large bowl; season with salt and pepper
- Gently form meat and cheese mixture into 4 patties

- Place patties on grill. Just before desired internal temperature is reached, top with remaining Swiss Alp Bellevue and cook for 1-2 additional minutes, or until cheese begins to melt.
- Place lettuce on bottom bun (optional), transfer patties to buns and serve

### **Emmi Swiss Cheese Sliders**

#### Ingredients:

1 pound ground beef

Salt and Pepper to taste

6 ounces Emmi Switzerland Swiss cheese, thinly sliced

4 slices bacon, cooked and cut in half

4 small hamburger buns, lightly toasted

Lettuce, tomato, roasted red peppers, hot sauce and onions (optional)

#### Method:

- Preheat grill
- Season beef with salt and pepper and form into 8 small, thin patties
- Evenly place 3 ounces of sliced Switzerland Swiss in the center of the 4 patties. Top with remaining patties, and firmly press edges to seal
- Place sliders on grill. Just before sliders reach desired internal temperature, top with remaining sliced Switzerland Swiss and cook for 1-2 additional minutes, or until cheese begins to melt.
- Layer garnishes and bacon on bottom bun, transfer sliders to bun, and serve

No need to stick just to beef when it comes to burgers, Chef Hise suggests combining specialty cheeses with other burger bases for hamburger alternatives like grilled Portobello mushroom caps topped with herb-encrusted Swiss Alp Panorama cheese or seasoned turkey burgers complemented by earthy, melted Emmentaler. More information about these traditional and specialty cheeses is available at [EmmiRothUSA.com](http://EmmiRothUSA.com).

Emmi Roth USA provides a wide variety of fine Swiss-style cheeses great for use in recipes or on their own. You can find them at your local grocer and online at [EmmiRothUSA.com](http://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. Their 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. Emmi Roth USA also features specialty dairy products, including Swiss Premium Yogurts. For more information about Emmi Roth USA, please visit [EmmiRothUSA.com](http://EmmiRothUSA.com).

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