



For Immediate Release

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Roth Grand Cru® Surchoix Wins Best of Show 3rd place at American Cheese Society Competition

Raleigh, North Carolina— Roth Grand Cru® Surchoix took home 3rd place overall in the 2012 American Cheese Society Competition in addition to seven awards in various categories. This win marks the third time that Emmi Roth USA has placed in the Top 3 at the American Cheese Society since 1999, and the second time Grand Cru® Surchoix has obtained this honor.

Grand Cru® Surchoix, a gruyere style cheese crafted according to traditional methods in authentic copper vats and carefully cured by the Roth cellar masters for over 9 months, has been produced in Monroe, Wisconsin for over 20 years using local milk from family farms.

Continuing its run of consecutive wins, Roth GranQueso® Reserve won 1st place, with GranQueso® Original taking second place in the Hispanic and Portuguese style cheeses. GranQueso®, a Wisconsin Original cow milk cheese crafted in basket molds and hand rubbed with a special blend of spices, has won this category every year since 2004.

Also taking awards at this competition were:

- Roth GrandCru® Original, 3rd place
- Roth Peppadew Havarti, 3rd place
- Roth Raclette, 3rd place
- Roth Serafina Garlic and Herb Spread, 3rd place

“With 1,711 different cheeses entered in this year’s competition, to be named in the Top 3 and win awards in 5 different categories is a testament to the skill, hard work, and dedication of our cheese makers and cellar masters,” said Steve Millard, President and CEO of Emmi Roth USA. “We are proud to continue to offer the best in American made specialty cheese to our customers and consumers.”

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Roth Cheese is a brand of Emmi Roth USA, a subsidiary of Emmi Group. 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 imported Kaltbach cave-aged from Switzerland, and Grand Cru® and Buttermilk Blue® from Wisconsin. The company also makes and markets Emmi Swiss Premium Yogurt. Tradition and innovation balance perfectly to deliver distinctive offerings of the highest quality to the retail and food service trades.