



**Roth Käse
USA**

FOR IMMEDIATE RELEASE

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**Emmi Roth USA to Share New Pairings, Cheese Flights at
StarChefs.com International Chefs Congress**

MONROE, Wis. – Chefs from around the world will get a new taste of the Midwest later this month at the StarChefs.com International Chefs Congress in New York City. As a second-time Bronze Sponsor of the event, Emmi Roth USA will sample sophisticated, composed pairings with its line of Roth Wisconsin cheeses.

A new Roth Wisconsin tasting box will be offered each day in the Emmi Roth USA booth at the Chef's Product Fair. Tasting boxes will include vertical flights of Grand Cru® – the flagship cheese of the Roth line – including Original (aged 4 months), Reserve (aged 6-9 months) and Surchoix (aged 9 months or more), along with other signature Roth cheese varieties. Emmi Roth USA Corporate Chef Evan Topel will be in the booth to answer any cheese questions.

Throughout the Congress, chefs will be invited to post their favorite Roth cheese pairing (wine, beer, spirits or other accoutrement) on the Emmi Roth USA [Cheese 4 Chefs](#) Facebook page. One winner will be selected each day and win a Cheese Board Kit box with 10 pounds of award-winning Roth cheeses. Attendees can also learn more about the Grand Cru® Getaway recipe contest, which will award one winner with a trip to his or her culinary dream destination anywhere in the world. The contest begins Oct. 1.

“Chefs have long enjoyed working with our cheeses, and we are excited to share these new pairings and flights with them at the Congress,” said Guido Kaelin, VP of Marketing at Emmi Roth USA. “Emmi Roth USA is proud to continue our support of StarChefs.com and its community of inspiring chefs.”

For more information, contact Kirsten Jaeckle at 608.845.5796, Ext. 115 or email kirsten.jaeckle@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 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 signature dairy product is Emmi Swiss Yogurt. 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 2011, Emmi achieved net sales of CHF 2.72 billion and employed some 3,890 people (full-time equivalents) in Switzerland and abroad.

About StarChefs.com

StarChefs.com™, the magazine for culinary insiders, has been serving the restaurant industry since 1995. StarChefs.com's original culinary content is driven by in-person tastings and interviews across the world. Its mission is to catalyze culinary professionals' success and give them the tools they need to overcome their career challenges. In addition to featuring top chefs, pastry chefs, sommeliers, and mixologists, StarChefs.com's Culinary JobFinder is the leading job board connecting culinary and hospitality professionals to careers in the foodservice industry. StarChefs.com™ features more than 30,000 published pages of original, chef-focused culinary content, and generates traffic of over 30 million hits a month.

About StarChefs.com International Chefs Congress

The StarChefs.com International Chefs Congress is a three-day culinary symposium where the world's most influential and innovative chefs present the latest techniques and culinary concepts to 3,000 of their peers. This is the only event of its kind in the U.S. Attendees witness innovative demonstrations and expert panels on relevant industry topics as well as smaller hands-on techniques workshops (savory, pastry, mixology) and wine tastings. Leading manufacturers and purveyors from around the world showcase their products such as high-end kitchen equipment, specialty foods, chef tools and wines. Attendees will have the opportunity to sample and learn more about each sponsor's products. The Congress will take place in New York City Sept. 30-Oct. 2.