



FOR IMMEDIATE RELEASE

Contact: Linda Funk
1-866-430-2590 ext 241

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**Emmi Roth USA Cheeses Win Two Top Prizes at
2012 Wisconsin State Fair Cheese & Butter Contest**

MONROE, Wis. – Emmi Roth USA cheeses captured two top awards at the 2012 Wisconsin State Fair Cheese & Butter Contest, including a Best of Class Blue Ribbon for Petite Swiss[®], and Second Place for Roth Grand Cru[®] Surchoix.

Dairy manufacturers from throughout the state submitted close to 300 entries to the annual contest at Wisconsin State Fair Park. The contest featured 26 classes, representing the wide variety of Wisconsin cheese and butter products.

Capturing first place in the Swiss Style category was Petite Swiss[®], a nutty and buttery cheese with a classic sweet finish. Roth Grand Cru[®] Surchoix placed second in the Smear Ripened Cheese category. Hand-selected for curing at least nine months, Roth Grand Cru[®] Surchoix is a Gruyere-inspired alpine cheese with a firm texture and complex flavors of caramel, fruit and mushroom.

“We congratulate all the winners and look forward to recognizing our expert cheesemakers at the Blue Ribbon Cheese & Butter Auction” said Steve Millard, President and CEO of Emmi Roth USA.

The 2012 Grand Master Cheesemaker, along with this year's winning cheesemakers, will be recognized during the Blue Ribbon Cheese & Butter Auction on August 10 at Wisconsin State Fair Park. Walter Weber, a cheesemaker from Emmi Roth USA, will sample Petite Swiss[®] and be recognized at the event. The auction is a fundraiser for the Wisconsin State Fair Dairy Promotion Board and features the sale of all of the blue-ribbon entries.

For more information, contact Guido Kaelin, VP of Marketing at Emmi Roth USA, at 845.268.9990 x113 or guido.kaelin@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.