



**FOR IMMEDIATE RELEASE**

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

**Date:** March 9, 2012  
**Photos:** Available upon request

**Top Awards for Cheeses Available Through Emmi Roth USA at  
2012 World Championship Cheese Contest**

MONROE, Wis. . Two traditional Swiss cheeses, both available in the United States through Emmi Roth USA, were named two of the top three cheeses in the world this week at the 2012 World Championship Cheese Contest.

Out of a record-breaking 2,204 entries from 24 nations, Emmi Winzer, a smear-ripened semi-soft cheese made by Adrian Mayer in Wattenwil, Switzerland, captured first runner up, while Emmi Appenzeller, a classic Swiss cheese crafted by Karl Germann in Andwil, Switzerland, was named second runner up. Both cheeses grace the shelves of Emmi's curing cellars in Switzerland. Winzer, a distinctive artisan cheese carefully cured with red wine lees, is exclusively available in the United States through Emmi Roth USA under the Emmi of Switzerland brand.

Earning a silver medal in the Gruyere class was Le Gruyère AOC du Haut-Jorat, crafted by René Pernet. As an exclusive Emmi cheesemaker, many exquisite wheels from Fromagerie du Haut-Jorat are among those hand-selected and aged to perfection in Emmi's natural sandstone caves of Kaltbach.

Emmi Roth USA cheeses crafted in Monroe, Wis., also fared well in the competition. Grand Cru Gruyere Surchoix, cured nine months or more, came in a close fourth-place finish in the Gruyere class, which witnessed a substantial increase in entries this year. Rofumo, a smoked Fontina perfect for melting and cooking, earned a Bronze medal in the Smoked Soft and Semi-Soft class.

Three additional cheeses made in Switzerland and offered through Emmi earned medals at the contest. Capturing a gold medal in the Smear Ripened Hard Cheese category was Tête de Moine AOC, crafted by Harald Kämpf in Courtlary. In addition, an Appenzeller made by Norbert Eberle in Steinach earned a bronze medal in the Appenzeller class, and Bündner Bergkäse,

made by Severin Caratsch in Münstair captured a bronze in the Smear Ripened Hard Cheese class.

We are proud to be able to offer these outstanding award-winning cheeses to the US market, as the winning cheesemakers are suppliers to Emmi in Switzerland, and we congratulate each of the cheesemakers for earning a medal at the contest, +said Steve Millard, President and CEO of Emmi Roth USA.

The World Championship Cheese Contest is the largest international cheese and butter competition in the world. 2,503 cheeses were entered from 24 nations and 30 U.S. states. An international panel of 40 expert cheese judges gathered for three days in Madison, Wis., carefully examining more than 50,000 pounds of cheeses and butters. For additional information on the contest, as well as complete results for all entry classes and contest photos, visit [www.worldchampioncheese.org](http://www.worldchampioncheese.org).

For more information, contact Guido Kaelin, VP of Marketing at Emmi Roth USA, at 845.268.9990 x113 or [guido.kaelin@emmirothusa.com](mailto:guido.kaelin@emmirothusa.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. For more information on Emmi Roth USA and our impressive product assortment and innovative solutions, visit [www.emmirothusa.com](http://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 2009, Emmi achieved net sales of CHF 2.62 billion and employed some 3,525 people (full-time equivalents) in Switzerland and abroad.*