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

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**Emmi Roth USA Names Chef David Vlach Winner
of Gruyere Recipe Contest for Foodservice Professionals**

MONROE, Wis. – Chef David Vlach, owner of Custom Cuisine in the Twin Cities, is the winner of the Gruyere Recipe Contest for Foodservice Professionals, sponsored by Emmi Roth USA.

Out of 105 entries, Chef Vlach's Grand Cru® Gruyere Ravioli with Swiss Chard, Apple and Sweet Potato Sauce finished with Kaltbach Cave-Aged Le Gruyère Switzerland AOC took top honors in the contest, judged by a panel of Emmi Roth experts, including Corporate Chef Evan Topel.

As the contest winner, Vlach wins \$5,000 and a five-day, four-night trip to Lucerne, Switzerland.

"We were impressed with the variety of concepts and thank all of the chefs who took the time to submit an entry," said Kirsten Steinhauer, Marketing Manager at Emmi Roth USA. "Chef Vlach's recipe rose to the top because of the perfectly balanced flavors with distinct Gruyere notes. The flavors came together perfectly. It was delicious."

Consistently recognized for his culinary innovations, Vlach is a lifelong student of food. His impressive resume includes fine dining establishments in the Twin Cities and on both coasts. Dedicated to local, sustainably produced food and to nurturing relationships with farmers, Vlach is now chef and owner of Custom Cuisine (www.DavidVlach.com), a catering company, and also offers technique classes to educate home chefs. In his spare time, he teaches at Twin Cities cooking schools.

Perfect for culinary applications, Grand Cru Gruyere is crafted in imported copper vats and carefully cellar-cured for four months to develop distinct earthy flavors with light floral notes. Kaltbach Cave-Aged Le Gruyère Switzerland AOC is a genuine classic among cheeses from Switzerland. It is matured through a proprietary curing method for over 300 days in the Kaltbach caves to create boldly complex flavors with layers of earthiness and sweet, herbal undertones.

It was recently awarded a Gold Medal at the 2011 World Cheese Awards. Chef Vlach's winning recipe perfectly showcased both cheeses – Grand Cru Gruyere as a melting ingredient and Kaltbach cave-aged Le Gruyère Switzerland AOC as a fine finishing cheese. To view the recipe, visit http://www.emmirothusa.com/ravioli_recipe.

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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. 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.

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.