



**FOR IMMEDIATE RELEASE**

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## **Beyond the Block: Emmi Roth Explores Flexibility of Fine Cheeses** *Imported Swiss Cheese Made Simple*

(February 4, 2013 – Orangeburg, NY): The imported cheese section of a supermarket or grocery store can seem daunting, but the truth is these specialty cheeses offer versatility unmatched by more traditional varieties. Emmi Roth USA’s assortment, which include Kaltbach Cave-aged Le Gruyère AOC and Emmentaler AOC cheeses from Switzerland, have qualities that make them perfect for an array of uses - from cheese platters and simple recipes to a gourmet meal.

“High-quality cheese, like our Switzerland cave-aged cheeses, is flexible and can be used in an unlimited number of ways,” said Guido Kaelin, Vice President of Marketing, Emmi Roth USA, Inc. “A little bit of creativity brings the intricate flavors of these specialty cheeses to life in a range of different dishes.”

These cave-aged cheeses, matured in Kaltbach’s natural sandstone caves in Switzerland, bring depth, complexity and exceptional flavor that take everyday elements of a meal to new heights.

Emmi’s Le Gruyère AOC, with its fruity flavor and crumbly texture, make it a standout option on a cheese board, but its superb melting capabilities offer an array of other options. Since it maintains its unique flavor when melted, it is one of the classic main ingredients for the traditional Swiss dish of fondue. It also makes a nice addition to scalloped potatoes or as a topping for soup and burgers.

Savory dishes are what come to mind when working with cheese as an ingredient, but it can also lend a twist to sweet dishes. Topping a piece of apple pie with a melted slice of Le Gruyère AOC or incorporating it into a fruit-stuffed French toast recipe allows the creamy, nutty notes to sing.

Emmi's Emmentaler AOC, the original Swiss cheese, has a mild nutty flavor that makes it ideal for sandwiches and snacks. A cheese plate with a warm baguette and refreshing pear slices is the simplest way to enjoy this cheese, but when whisked into a sauce or added to grilled sandwiches it brings another dimension to a dish. On a sweeter note, it also pairs perfectly with juicy strawberries and a piece of rich dark chocolate.

Emmi Roth USA provides a wide variety of fine Swiss-style cheeses great for use in recipes or on their own. You can find them at your local grocer or online at [Emmi.com](http://Emmi.com) along with recipes and pairing suggestions.

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**PRESS:** For more information about Emmi of Switzerland, please contact Allison Greco at The S3 Agency: 973-257-5533 or [agreco@theS3agency.com](mailto:agreco@theS3agency.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. Their 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®. Emmi Roth USA also features specialty dairy products, including Swiss Premium Yogurts. For more information about Emmi Roth USA, please visit [Emmi.com](http://Emmi.com).

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