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**Emmi Roth USA Cheese Wins Blue Ribbon at
2013 Wisconsin State Fair Cheese & Butter Contest**

MONROE, Wis. – For the second year in a row, Emmi Roth USA captured a top award in the Swiss Style category at the Wisconsin State Fair Cheese & Butter Contest. Team Emmi Roth received a blue ribbon for Roth® Petite Swiss Reserve. This well-rounded, sweet and buttery cheese with a rich mouth feel and tangy finish convinced the judges, yet again, that it is the best Swiss-style cheese in America's Dairyland.

Team Emmi Roth also received three 2nd place ribbons for their signature Roth® Buttermilk Blue®, Roth® Jalapeño Havarti and Roth® Raclette.

"We congratulate all the winners and thank our cheesemakers and staff for their dedication to excellence," said Steve Millard, President and CEO of Emmi Roth USA.

Dairy manufacturers from throughout the state submitted close to 300 entries to the annual contest at Wisconsin State Fair Park. The contest featured 25 classes, representing the wide variety of Wisconsin cheese and butter products.

The 2013 Grand Master Cheesemaker, along with this year's other winning cheesemakers, will be recognized during the Blue Ribbon Cheese & Butter Auction on Friday, August 9 at the Wisconsin State Fair Park. Walter Weber, a cheesemaker from Emmi Roth USA, will sample Petite Swiss Reserve 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 blue-ribbon entries.

For more information, contact Becky Ryan, Marketing Manager, at 845-268-9990 or email becky.ryan@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 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®. 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.