



FOR IMMEDIATE RELEASE

Contact: Joanna Miller
773.661.9950

Date: July 26, 2013
Photos: Available upon request

Emmi Roth USA Introduces New Roth® Signature Cheese Board Kit

MONROE, Wis. — Emmi Roth USA introduces the Roth® Signature Cheese Board Kit, the newest addition to their line of popular cheese board kits for the foodservice trade. Highlighting their signature cheese varieties from the Roth® cheese brand, this new kit will also support Share Our Strength's No Kid Hungry® campaign to end childhood hunger in America.

Emmi Roth cheese board kits are designed to simplify cheese board service and catering spreads. Each kit contains just the right amount of complementary cheese varieties, resulting in minimal prep time, less waste and easier storage. The new Roth® Signature Cheese Board Kit includes:

- **Grand Cru® Original** (2.25 lbs) – An Alpine-style classic inspired by the cheesemaking traditions from the Roth family's homeland, Grand Cru® has a smooth and mellow flavor with light floral notes.
- **Buttermilk Blue®** (3 lbs) – Crafted from raw Jersey and Holstein cows milk, Buttermilk Blue® is aged for over 60 days developing a creamy texture, balanced with a tangy, peppery flavor.
- **GranQueso®** (3 lbs) – Inspired by Spanish Manchego, this cows milk cheese is cured for at least six months to create a distinctive bite and lingering sweet finish.
- **Van Gogh® Natural Smoked Gouda** (2.5 lbs) – This all-natural Gouda is aged for a minimum of six months and delicately smoked to add subtle flavor.
- **Roth® Peppadew® Havarti** (2.25 lbs) – This extra cream Danish-style Havarti is infused with Peppadew® peppers for an enlivening burst of flavor.

From October 1, 2013 through December 31, 2013, Emmi Roth USA will make a \$5.00 donation, up to \$5,000 total, to the No Kid Hungry® campaign for every Roth® Signature Cheese Board Kit sold. Dedicated to ensuring that all children in the United States get the food they need every day, Emmi Roth USA is a national partner in Share Our Strength's efforts to end childhood hunger in America.

“We are excited to share our signature Roth® cheese varieties with the foodservice industry through our newest cheese board kit,” said Steve Millard, President and CEO of Emmi Roth USA. “And, we hope the industry shares our passion for supporting such an important cause. We look forward to working with foodservice professionals to help make a great donation to the No Kid Hungry® campaign.”

The Roth® Signature Cheese Board Kit joins the full line of Emmi Roth kits including the Classic Cheese Board Kit, Supreme Selection Cheese Board Kit, Dessert Cheese Board Kit and British Isles Cheese Board Kit.

###

About Emmi Roth USA, Inc.

Emmi Roth USA, a subsidiary of Switzerland based Emmi Group, is a leading provider of specialty cheeses. The expansive portfolio includes award-winning cheeses from the United States, Switzerland and Europe, each crafted with pride from the freshest local milk. Key cheese brands include Kaltbach Cave-aged, Roth 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.

About Share Our Strength's No Kid Hungry Campaign

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry[®] campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through Cooking Matters. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. Join us at NoKidHungry.org.