



For Immediate Release

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Emmi Roth USA Wins Seven Awards at 2013 American Cheese Society Competition

MADISON, Wis. — Emmi Roth USA took home a total of seven awards at the 2013 American Cheese Society Competition in Madison, Wis., including a prestigious first place award for their flagship Roth[®] Grand Cru[®] Reserve in the American Made/International Style Open, Made from Cow's Milk category.

Grand Cru[®] Reserve is a classic washed rind Alpine-style cheese that is hand-crafted in traditional copper vats and carefully cured on wooden boards. Select wheels are chosen by Roth cellar masters for additional aging, 6 to 8 months, to create a robust flavor with earthy and nutty undertones.

Emmi Roth USA continued its tradition of success in the Hispanic & Portuguese Style Ripened Cheese category. Roth[®] GranQueso[®] Reserve won second place, and third place was a tie between Roth[®] GranQueso[®] Original and Roth[®] GranQueso[®] Double Aged. GranQueso[®], a Wisconsin Original crafted from cow's milk, has taken home awards in this category for ten years in a row.

Additional Emmi Roth USA award winners were:

- Roth[®] Petite Swiss, second place
- Roth[®] Reduced Fat Havarti, third place
- Roth[®] Dill Havarti, third place

“With a record 1,794 different cheeses and 257 companies entered in this year’s competition, winning seven awards in five different categories is an accomplishment reflecting our cheesemakers’ and cellar masters’ commitment to consistency, quality and taste,” said Steve Millard, President and CEO of Emmi Roth USA. “At the heart of this loyalty lies our passion for American specialty cheese, and we are honored to share this with our customers.”

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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.