



For Immediate Release

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**Emmi Roth USA Wins Two Awards at 2013 World Dairy Expo
Championship Dairy Product Contest**

MONROE, Wis. – Emmi Roth USA received two awards at the 2013 World Dairy Expo Championship Dairy Product Contest held in Madison, Wis. Roth Hot Chili Gouda received a first place award in the Flavored Natural Cheese category. Roth Petite Swiss Reserve won a third place award in the Swiss Style Category.

Roth Hot Chili Gouda is a new introduction for the company and will be available to customers in the coming months. This rich, buttery Gouda is infused with a special blend of three peppers for just the right amount of heat. “As consumers continue to look for bold flavors, Emmi Roth USA is excited to offer another specialty cheese with a spicy kick,” said Linda Duwve, VP of Sales and Marketing.

Roth Petite Swiss Reserve is a well-rounded, sweet and buttery cheese with a rich mouth feel and tangy finish. This marks the third award the cheese has received in competitions this year.

The World Dairy Expo Championship Dairy Product Contest, sponsored by the Wisconsin Dairy Products Association, received a record number of 820 entries in this year’s competition. All category first place winners will be auctioned off at the World Dairy Expo, which will be held Oct. 1-5 at the Alliant Energy Center in Madison.

Photos available upon request. For more information, contact Kirsten Jaeckle, Marketing Manager, at 608.845.5796 or email kirsten.jaeckle@emmirothusa.com.

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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. For more information on Emmi Roth USA and our impressive product assortment and innovative solutions, visit www.emmirothusa.com.