



**FOR IMMEDIATE RELEASE**

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**Emmi Roth USA Wins Two Medals at World Cheese Awards  
to Cap a Record Award Winning Year**

MONROE, Wis. — Emmi Roth USA's Roth® Grand Cru® Original and Roth® Grand Cru® Reserve each received a bronze medal at this year's World Cheese Awards in the United Kingdom. This brings the total of awards won on US produced cheeses in 2013 to 24, a new record.

The flagship cheese of the Roth® product line, Grand Cru® is an Alpine-style cheese crafted from fresh, high-quality Wisconsin milk. Drawing from Swiss inspirations, Grand Cru® is made in traditional copper vats and carefully cured by Roth cellar masters to reflect the distinct *terroir* of America's Dairyland. Grand Cru® Original, a beautiful melting cheese, is cured at least four months, while Grand Cru® Reserve is aged six to eight months to create a robust flavor with earthy and nutty undertones.

"This competition brings together the world's best cheesemakers and we are extremely proud that our cheeses continue to receive recognition on a global stage," said Steve Millard, CEO and President of Emmi Roth USA. "It's a tribute to the dedication and passion of our cheesemakers and cellar masters who craft and cure our cheeses."

Emmi Roth's parent company, Emmi of Switzerland also took home 17 medals, including three "Super Golds. Available in the US through Emmi Roth USA is Kaltbach Cave-Aged Le Gruyère AOP.

Emmi hand selects the very best cheeses from the top Gruyère producers for further aging in the Kaltbach caves. The conditions inside this nature-made sandstone cave are ideal. The cool, humid air aided by a stream running throughout the cave, allows for the cheeses to acquire a dense texture flecked with calcium lactate crystals, a true masterpiece in the art of cheese.

Hosted by the U.K.'s Guild of Fine Food, the World Cheese Awards is the world's largest cheese event and the most respected competition of its type. This year, 250 judges scored more than 2,700 cheeses from 34 different countries across the globe, including the U.K., France, Belgium, Austria, Switzerland, New Zealand, Spain, and the U.S.

For additional details on awards in 2013 and previous years, visit <http://us.emmi.com/>.

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**About Emmi Roth USA, Inc.**

*Emmi Roth USA, a subsidiary of Switzerland based Emmi Group, is a leading producer 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.*