



FOR IMMEDIATE RELEASE

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Emmi Roth USA Serves Up Three Bold New Flavors of Roth® Raclette Cheese

(January 6, 2014 – Monroe, WI): Emmi Roth USA, a leading provider of specialty cheese, announced today the introduction of three new flavors to their Roth® raclette lineup: Mediterranean, Five Peppercorn, and Roasted Garlic. Raclette is a classic Swiss-style cheese, mild in flavor with a deliciously creamy texture and unique melting properties. These bold new flavors put a modern twist on taste by adding ingredients like garlic, peppercorns and sun-dried tomatoes.

Popular in Switzerland, raclette is often served as the main component of a dish, melted on a small grill, and accompanied by small potatoes, dry-cured meats, sliced peppers, tomato, onion and mushrooms for a simple, hearty meal. Roth is changing the rules of cheese, refining a traditional recipe handed down through the centuries at their Wisconsin-based operation to make raclette more accessible for the US palate and cooking habits. It can add depth and an element of surprise to an array of recipes, dips and sandwiches thanks to its superb melting capabilities, and can replace cheddar and mozzarella to pump up the flavor of pizza, cheeseburgers, grilled cheese, pasta and more.

“We’re excited to announce these new flavors of Roth raclette and educate consumers on the versatility of this cheese,” said Becky Ryan, Director of Marketing, Emmi Roth USA, Inc. “This comes at a time when raclette is starting to gain popularity in the US. We want to build on this momentum by offering products with a unique taste component and providing easy ways to substitute raclette into traditional recipes to breathe new life into them.”

Roth® raclette and the new flavored raclettes are available at www.RothCheese.com, and will be rolling out in grocery stores nationwide in 2014.

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PRESS: For more information about Emmi Roth USA, please contact Jillian Verpent at The S3 Agency: 973-257-5533 or jverpent@theS3agency.com

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 about Emmi Roth USA, please visit RothCheese.com.

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