



FOR IMMEDIATE RELEASE

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**Emmi Roth USA Introduces Roth® Grand Cru® Original Alpine-Style Cheese
in Slice-on-Slice Packaging**

MONROE, Wis. —Emmi Roth USA announces the addition of its flagship Roth® cheese – Grand Cru® Original – to the company’s Slice-on-Slice range of paperless packaging for foodservice and deli operations, which includes 16 classic and specialty cheese varieties. The labeling on the Havarti, Fontina and Van Gogh® Processed Smoked Gouda packaging has also been recently re-designed to incorporate the signature Roth® branding.

Grand Cru® Original is an award-winning Alpine-style cheese made from a combination of the finest Wisconsin milk and Swiss traditions. The smear-ripened cheese is crafted in authentic copper vats and cured by Roth cellar masters for a minimum of four months in order to achieve a complex and full-bodied flavor unlike any other.

The new Slice-on-Slice packaging format allows foodservice professionals to easily incorporate the distinctive flavor from this Alpine-style cheese variety into a wide range of culinary applications, from burgers and sandwiches to soup toppers and flatbreads. Additionally, the paperless package provides:

- **Operational Efficiencies** – Pre-sliced format saves users time by eliminating the need for prep work - slices are packaged without paper between each slice, which eliminates waste and increases ease of use.
- **Consistency and Cost-containment** – Unlike cumbersome bulk loaves, cheese is ready for use the minute the package is opened. Slices are the perfect size and thickness, slice after slice.
- **Safety** – Using pre-sliced cheeses eliminates the need for a slicer, reducing the risk of injuries.

“We’re excited to add our award-winning flagship cheese to the Slice-on-Slice assortment,” said Linda Duwve, Vice President of Sales and Marketing at Emmi Roth USA. “As this cheese variety continues to grow in popularity on menus ranging from casual to fine dining, Grand Cru® Original’s Slice-on-Slice format makes it easy for foodservice professionals to elevate their dishes with ease and efficiency.

For additional information visit the Emmi Roth USA foodservice website at www.emmirothfoodservice.com or follow the company on Facebook via [Cheese 4 Chefs](#).

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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.