



**FOR IMMEDIATE RELEASE**

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**Roth® Grand Cru® Reserve Named Grand Champion at 2014 World Dairy Expo**

MONROE, Wis. – Emmi Roth USA took home the top honor of Cheese & Butter Grand Champion at the 2014 World Dairy Expo for its Roth® Grand Cru® Reserve. Prior to being named the Grand Champion, Roth® Grand Cru® Reserve received the top prize in the Open Hard Cheese Category, where Roth® Grand Cru® Surchoix also took 3<sup>rd</sup> place.

Grand Cru® Reserve is crafted from the finest Wisconsin milk in authentic copper vats and carefully cured by Roth cellar masters in the classic Swiss cheesemaking tradition. This Alpine-style cheese is aged six to eight months to develop a complex and full-bodied flavor unlike any other.

“It is a true honor to have our team’s passion and dedication for crafting and curing cheese once again recognized with prestigious accolades on a world stage,” said Linda Duwve, Vice President of Sales and Marketing at Emmi Roth USA. “We are extremely proud to receive an award of this caliber for our flagship cheese and we thank everyone on our team who lends a hand in helping make our cheeses award winners.”

Emmi Roth USA has won a total of 14 awards in 2014, including a highly coveted Best of Class win at the 2014 World Championship Cheese Contest for the company’s Buttermilk Blue®.

The World Dairy Expo Championship Dairy Product Contest, sponsored by the Wisconsin Dairy Products Association, received a record number of 1,055 entries in this year’s competition. All category first place winners will be auctioned off at the World Dairy Expo, which will be held September 30 – October 4, at the Alliant Energy Center in Madison.

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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®, Best of Class winner at the 2014 World Championship Cheese Contest. Tradition and innovation balance perfectly to deliver distinctive offerings of the highest quality to the retail and foodservice trades.*