



FOR IMMEDIATE RELEASE

Contact: Amanda Triest
608-772-3201

Date: January 5, 2015
Photos: Available upon request

Emmi Roth USA to Unveil New Line of Shredded Specialty Cheese Blends at Winter Fancy Food Show

Monroe, Wis. — Today's consumers aren't satisfied with run-of-the-mill recipes. They're looking for restaurant flavor without the restaurant prep. To help chefs of all abilities easily create flavorful dishes that delight, Emmi Roth USA will be debuting **Roth® Ultimates**, a new line of shredded specialty cheese blends, at booth 4911 during the Winter Fancy Food Show, January 11-13, in San Francisco.

Shredded cheese continues to rise in popularity among consumers, +3.8% in dollar sales in 2014 vs 2013 [Source: Nielsen]. Roth® Ultimates are capturing this trend by helping to elevate dishes from amateur to restaurateur with minimal prep required. Each of the three varieties, packed in 12/6 ounce gusseted bags, were developed by chefs to maximize flavor and optimize melt: **Ultimate Mac & Cheese** (Grand Cru®, Havarti & Sharp Cheddar), **Ultimate Flatbread** (Grand Cru®, Mild Provolone & Fontiago), and **Ultimate Firehouse** (Grand Cru®, 3 Chile Pepper Gouda & Smoked Fontina). Winter Fancy Food Show attendees will have the opportunity to sample the flavor-packed blends in a variety of applications prepared by Corporate Chef Evan Topel, including Firehouse Chicken Grilled Cheese, Ultimate BLT Mac & Cheese and Italian Prosciutto Flatbread.

"Emmi Roth is passionate about helping chefs—from at-home to professional—achieve flavorful results with their recipes. Our new Roth® Ultimates shredded cheese blends are an innovative, on-trend way to take cooking from amateur to restaurateur. We're excited to share our new line with customers at the Fancy Food Show in San Francisco, in addition to plenty of exciting new retail programs to help drive sales in 2015," said Linda Duwve, VP of Sales and Marketing at Emmi Roth USA.

Also available for sampling at the show is Emmi Roth's broad range of specialties from Wisconsin and Switzerland, including:

- **Roth® Grand Cru®** — Handcrafted in imported copper vats and carefully cured in our cellars, this labor of love has been recognized with 10 prestigious awards in 2014, including a Super Gold for Grand Cru® Surchoix at the World Cheese Awards in London. During the show, visitors are invited to do a vertical tasting of all 3 varieties; Grand Cru® Original, Reserve and Surchoix. Also available will be **Roth® Grand Cru® Shreds** — our award winning Alpine-style cheese, now available in a convenient re-sealable gusseted bag.
- **Emmi Kaltbach™ Cave-Aged Cheeses** — These masterful cheeses, cured to perfection in sandstone caves, will be available for sampling with artisan pairings, such as apricot mostarda, roasted nuts and jams.

The bi-annual Fancy Food Show, hosted by the Specialty Food Association, which will feature more than 1,300 exhibitors this winter, brings together Specialty Food Association Members including retailers, restaurateurs, distributors and others to showcase specialty food and beverage products.

For additional information on Emmi Roth USA, please visit www.emmirothusa.com.

For more information on the Specialty Food Association and the Winter Fancy Food Show, visit www.specialtyfood.com.

###

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.

About the Specialty Food Association

*The Specialty Food Association (formerly the National Association for the Specialty Food Trade, Inc.) is a not-for-profit trade association for food artisans, importers and entrepreneurs established in 1952 in New York City to foster commerce and interest in the specialty food industry. Today there are more than 3,000 members in the U.S. and abroad. The Specialty Food Association operates the Summer and Winter [Fancy Food Shows](#) and presents the *sofi*™ Awards honoring excellence in specialty food.*