



Emmi Roth USA, Inc.

FOR IMMEDIATE RELEASE

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**Emmi Roth USA wins Second Place Best of Show for Roth's Private Reserve
at 2015 American Cheese Society Competition**

MADISON, Wis. – Emmi Roth USA won big last week at the 2015 American Cheese Society Competition in Providence, R.I., when its Roth's Private Reserve was named Runner-Up to the Best of Show, capping off a total of five awards for Roth® cheeses at the contest.

Roth's Private Reserve was also awarded first place in the American Originals, Original Recipe - Made from Cow's Milk category. Inspired by traditional Alpine-style cheeses, this distinctive cheese is crafted from the freshest raw milk from family farms and is carefully cured on wooden boards for a minimum of six months by Roth cellar masters. Roth's Private Reserve has a robust, earthy flavor with a nuanced sweet and nutty finish that captures the character of the Southern Wisconsin *terroir*. This marks the second time this cheese has taken home top honors at the American Cheese Society Competition – it was named Second Runner-Up in the Best of Show in 2007.

Roth® GranQueso® Reserve took first place in the Hispanic & Portuguese Style Cheeses, Ripened, Aged Over 90 Days - All Milks category, continuing Emmi Roth USA's tradition of success with this style of cheese. GranQueso® Reserve, which is carefully cured for more than 15 months, has a dense texture and sweet flavors of candied pineapple and brown butter. Additionally, Roth® GranQueso® Original, inspired by the cheeses of Spain, received second place in the same category. GranQueso® Original is cellar-aged for six to eight months to create a distinctive bite and sweet finish with hints of citrus, spice and hazelnut. This win is the 12th consecutive award for this cheese in the category.

Taking third place in the Washed Rind Cheeses, Cow's Milk, Open Category, the flagship Roth® Grand Cru® Surchoix is an Alpine-style cheese; only a few wheels of Grand Cru® meet the stringent requirements of Roth's cellarmasters to become Surchoix. Grand Cru® Surchoix is aged a minimum of nine months to develop its distinctive earthy and nutty flavors.

"We are thrilled to once again receive top awards for our signature cheeses at the American Cheese Society's annual contest," said Linda Duwve, Vice President of Sales and Marketing for Emmi Roth USA. "Our entire team works tirelessly to ensure that we are crafting and curing the very best cheeses, and we are honored to be able to share the stage with some of the very best cheeses in North America. Our congratulations go out to all of the cheesemakers that participated in this year's competition."

This year, 267 companies entered 1,779 different products in the competition. A full list of award winners is available [online](#).

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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.