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Photos available upon request

Roth Käse USA Specialties Capture 4 Top Honors at 2006 American Cheese Society Competition

MONROE, Wisconsin—Roth Käse's expertise in making exquisite, consistent specialty cheeses captured four awards at the 23rd annual American Cheese Society Competition, held July 21st in Portland, Ore.

The Roth Käse winners are:

Award	Roth Käse Winner	Category
1 st Place	<i>GranQueso</i>	Hispanic and Portuguese Style Cheeses
2 nd Place	<i>MezzaLuna Fontina</i>	Italian Type Cheeses
2 nd Place	<i>St. Otho's</i>	Low Fat/Low Salt Cheeses
3 rd Place	<i>Raclette</i>	American Made/International Style

This is the third consecutive year that Roth Käse's ***GranQueso*** has claimed 1st Place in its category at the ACS Awards, after taking its second consecutive Gold at this year's World Cheese Awards in June. Says Roth Käse CEO Fermo Jaeckle, "***GranQueso*** is now one of our most decorated cheeses, with seven top honors to its credit. It won its award—a 1st Place at the 2004 ACS Awards—in its first year of production."

"**GranQueso** is truly an original, unique creation for us, and is becoming one of our most popular cheeses. It joins our **Grand Cru Gruyère** and **MezzaLuna Fontina** as the cheeses we are the most proud of," he adds.

And of **MezzaLuna Fontina**, Jaeckle thinks "it is just one of the best cheeses we make." Why? "The flavor is outstanding, and it is a very versatile melting and snacking cheese," he says.

To date, Roth Käse has earned more than 100 critically acclaimed awards in local, regional, national, and international cheese competitions.

Roth Käse cheeses are hand-crafted by master cheesemakers according to traditional techniques. With roots in Switzerland, Roth Käse is now a leading manufacturer and marketer of handcrafted, award-winning specialty cheeses in Monroe, WI, making only the highest quality, best tasting cheeses. For more information on Roth Käse, contact Kirsten Jaeckle, Director of Marketing, (608) 328-2122 ext. 8 or visit www.rothkase.com.