



FOR IMMEDIATE RELEASE

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Photos available upon request

**It's a Vintage Van Gogh, Signed by Roth Käse
(Now available as 'Double Aged')**

MONROE, Wisconsin—How to describe a Van Gogh? When it's Vintage Van Gogh from the cellars of Roth Käse, it simply comes down to this: a most satisfying flavor with clearly defined notes of caramel and a firm but creamy golden body. Though usually aged for 6 to 8 months, Roth Käse announces the availability of double aged Vintage Van Gogh that has been cured for 18 months and more.

"We use fresh, full-cream milk selected primarily from herds of Jersey and Holstein cows that produce especially rich, creamy milk," says President Steve McKeon. "This results in a luscious cheese that has 4 to 5 percent more butter fat than regular Gouda."

The additional aging (double aging that is) is conducted under the watchful eyes of Roth Käse's master cheesemakers. The result is a truly handsome cheese with a brown coat. Its memorable flavor and texture have won Vintage Van Gogh 1st and 2nd Place Honors over the years at both state and national levels.

It's also what puts Vintage Van Gogh at the center of impressive cheese plates, paired with tart-sweet dried cranberries and cherries, almonds, cashews or pecans. Offered with a mellow Merlot, Vintage Van Gogh demonstrates its true

mastery. And did we mention that it melts beautifully gratinée-style? See the attached recipe for proof.

Vintage Van Gogh is just one of Roth Käse's range of superb cheeses, each 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 the website at www.rothKäse.com.

Roth Käse ***USA Ltd***

Tart of Vidalia Onions, Smoked Bacon, Lobster Mushrooms and Vintage Van Gogh Aged Gouda

Yield: 6 small tarts or one, 12-inch tart

From Chef John Hogan, Keefer's, Chicago for Roth Käse USA Ltd.

6 small or one 12-inch unsweetened tart shells, baked

3 strips smoked bacon, cut into 1-inch pieces

1 Vidalia onion, sliced

6 ounces lobster or other seasonal wild mushrooms, sliced

4 ounces Swiss chard

5 ounces Roth Käse Vintage Van Gogh aged gouda, shredded, divided

4 eggs

2-1/2 cups cream

1 tsp. fresh thyme, finely chopped

1/4 teaspoon ground nutmeg

Salt, pepper to taste

Hot pepper sauce to taste

1. Preheat oven to 325 degrees F.
2. In a skillet, sauté bacon and onions. Continue cooking slowly until onions start to caramelize.
3. Add mushrooms; cook 3 to 5 minutes.
4. Add Swiss chard; cook 2 minutes more. Remove from heat and cool.
5. Stir in 4 ounces of the shredded Vintage Van Gogh aged gouda; set aside.
6. Combine remaining ingredients until well blended. Add mushroom-Swiss chard mixture and blend well.
7. Pour filling into baked tart shells, dividing evenly if using small ones.
8. Bake at 325 degrees F. for about 20 minutes or until filling is set (small tarts may take less time, large tart may take more).
9. Top tart(s) with remaining shredded Vintage Van Gogh shredded gouda.