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Date: April 6, 2005

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Photos available upon request

ROTH KÄSE'S GRANQUESO WINS GOLD AT WORLD COMPETITION

MONROE, Wisconsin—Once again, Roth Käse's cheesemakers brought home Gold from this year's World Cheese Awards in London. It was their new GranQueso, one of the members of Roth Käse's Sole! range of Hispanic cheeses, that won the day. Its distinct, satisfyingly sharp and somewhat sweet flavor impressed the two panels of experts required to win Gold.

"This is huge for us," says Roth Käse's CEO Fermo Jaeckle of the win. "Our cheeses have a history of winning awards. This is our second Gold at the World level. We make all of our cheeses to be award-winners, and winning this Gold demonstrates that we can do it consistently at the highest levels, competing with the very best from around the world."

Roth Käse's second win in London was a Silver, with its Lace Käse, a reduced-fat, low-sodium Swiss cheese. "It is the fact that Roth Käse does not cut corners in crafting our cheeses that makes such a difference" says Jaeckle. "We use the finest quality partially-skimmed milk and imported cultures to make Lace Käse a winner." The rich flavor of this reduced fat, low sodium cheese distinguishes it from others in the category.

Crave Brothers Farmstead Cheese, a Roth Käse marketing partner from Waterloo, WI, also won Silver, with its Les Frères entry, a soft-ripened washed rind cheese. It is an American original, rich and full-flavored with notes of apple cider, mushrooms, and toasted sesame. "Making cheese with the fresh milk

from our dairy farm is part of what makes our products unique” says George Crave, President of Crave Brothers Farmstead Cheese. “We’re thrilled to be recognized by an international audience.” Crave Brothers took home another Silver for their Mascarpone, made with fresh, sweet cream from their dairy farm.

GranQueso, Lace Käse, Les Frères, and Mascarpone are just four of the superb cheeses in Roth Käse’s range, each hand-crafted by master cheesemakers according to traditional techniques. With roots in Switzerland, Roth Käse is now a leading manufacturer and marketer of hand-crafted, award-winning specialty cheeses in Monroe, WI, making only the highest quality, best tasting cheeses.

For more information on Roth Käse and Crave Brothers Farmstead cheeses, contact: Kirsten Jaeckle, Director of Marketing 608.328.2122 ext. 8 or visit the website at: www.rothkase.com.