



FOR IMMEDIATE RELEASE

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Contact: Linda Funk
1-866-430-2590 ext 241.

Photos available upon request

**ROTH KÄSE TAKES HOME NINE MORE AWARDS
AT RECENT CHEESEMAKER'S COMPETITIONS**

MONROE, Wisconsin—Between this year's American Cheese Society Competition and the 2005 Wisconsin State Fair, Roth Käse cheeses captured 9 top awards in the competitive world of cheesemaking.

At the 22nd Annual American Cheese Society Competition, held July 20-24 in Louisville, KY, two of Roth Käse's fine Hispanic-style cheeses captured repeat First Place honors: GranQueso (second year in a row) and Paniña (a first place ACS winner in 2002). Lace Käse took a Second Place spot in the Low Fat Category, while Butterkäse and Rofumo wrapped up Third Place berths.

"This year Roth Käse cheeses brought home five ACS awards, and each year the competition gets tougher" says CEO Fermo Jaeckle. "Winning these awards with cheeses that have won several times before indicates that our constant efforts to improve are paying off with cheeses of ever-higher quality."

This commitment to quality improvement paid off at this year's Wisconsin State Fair, too, where Roth Käse won four additional awards: Gruyère Surchoix, Fontiago, and GranQueso and earned Second Place ribbons, while a Third Place award went to Homestead cheese.

Crave Brothers Farmstead Cheese, a Roth Käse marketing partner from Waterloo, WI took home a first place at the American Cheese Society competition for their Farmer's Rope, a unique string cheese. Crave Brothers Mascarpone garnered second place honors at both the Wisconsin State Fair and the American Cheese Society competition.

To date, Roth Käse has earned more than 100 critically acclaimed awards in local, regional, national, and international competitions. These include a “World Champion”, “Best in Show,” “Best in Class,” and numerous first place awards (visit www.rothkase.com/awards for a listing).

These award-winners are indicative of the commitment that Roth Käse has made to producing superb cheeses, each hand-crafted by expert cheesemakers according to the same traditional techniques they have perfected over four generations. 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 cheeses, including a full listing of awards won, contact: Kirsten Jaeckle, Director of Marketing 608.328.2122 ext. 8 or visit the website at www.rothkase.com.

THE ROTH KÄSE WINNERS CIRCLE

2005 American Cheese Society

| Place: | Variety | Category |
|-----------------------|--|---|
| 1 st Place | Panina | Hispanic and Portuguese Style |
| | GranQueso | Hispanic and Portuguese Style |
| | Farmer's Rope (Crave Brothers, marketed by Roth Käse) | Italian-type, Mozzarella type |
| 2 nd Place | Lace Käse | Low Fat |
| | Mascarpone (Crave Brothers, marketed by Roth Käse) | Fresh Unripened |
| 3 rd Place | Rofumo | Smoked |
| | Butterkäse | American-made, International Style open category from cow's milk |

2005 Wisconsin State Fair

| Place: | Variety | Category |
|-----------------------|---|----------------------------------|
| 2 nd Place | Gruyere Surchoix | Smear Ripened |
| | Fontiago | Open Class for semi-soft cheeses |
| | GranQueso | Open Class for hard cheeses |
| | Mascarpone (Crave Brothers, marketed by Roth Käse) | Open Class for soft & spreadable |
| 3 rd Place | Homestead | Open Class for hard cheeses |