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Photos available upon request

Roth Käse's Ostentorg Havarti Reflects Today's Flavor Trends

MONROE, Wisconsin—At the top of every list of food trends comes one word: **flavor**. The bolder, richer and truer, the better. Specialty and artisanal cheesemaker Roth Käse gives flavor-seeking customers its line of Ostentorg Havarti cheeses rich with flavors.

"One of the things that makes Roth Käse Havarti cheeses so special is the selection of bold, true flavors that are unusual in havarti," says Roth Käse President Steve McKeon. "We take a secret extra step to make sure our flavor profiles are the absolute best. Additionally, unlike the imports, which can soften from spending several weeks in transit, all of our Ostentorg Havartis are guaranteed to slice every time."

"Dill has always been our top selling havarti," McKeon continues, "but our newest flavor, Horseradish & Chive Havarti, is a close second." Authorities agree: Roth Käse's Horseradish & Chive took a 2nd place in the 2004 World Cheese Championship.

And the other flavors? In addition to Plain and Reduced-Fat Ostentorg Havarti (a 2004 "Best of Class" American Cheese Society award winner, with 1/3 less fat but full flavor), customers can choose from these flavors:

Horseradish & Chive: Our newest and fast becoming one of our bestsellers, with horseradish, chives and a bit of mustard.

Applications: Perfect as-is on crackers, cubed on cheese trays, in a layered terrine, or on a steak sandwich with caramelized red onions (recipe and photo attached).

Dill: Our first flavor and still one of our most popular, dilly through and through.

Recipe suggestion: On a grilled sandwich with smoked salmon, spinach leaves and tomatoes—oven-roasted if available.

Pesto: Unmistakably pesto, aromatic with basil, garlic, and pignoli nuts.

Recipe suggestion: Makes a mean risotto or tuna melt (our CEO Fermo's favorite).

Jalapeno: Not just jalapeno, but fresh red bell peppers to balance the bite with the mellow havarti.

Applications: In quesadillas, New Mexican-style fondue, or sliced in wraps with sliced turkey, tomato and romaine.

All of Roth Käse's Havarti cheeses start with fresh milk from Wisconsin's finest dairy cows. In the hands of our master cheesemakers, the milk is transformed into a creamy, mellow cheese that's smooth, supple, and full of the tiny holes typical of this Danish cheese. Whether plain, reduced-fat or a flavored variety, Roth Käse's Havarti cheeses are crafted to be versatile as well as flavorful: Equally suited to cheese cases, delis and culinary applications, they melt, cube and slice nicely.

Ostenborg Havarti in all its varieties are just a few among 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 hand-crafted, 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.rothkase.com.