



FOR IMMEDIATE RELEASE

Date: August 11, 2004
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ROTH KÄSE BREAKS NEW GROUND WITH PLANT EXPANSION

MONROE, Wisconsin – On August 19th, 2004, Roth Käse will break ground on a major expansion of its Swiss Chalet facility in Monroe, Wisconsin. Roth Käse's Board of Directors – Chief Executive Officer Fermo Jaeckle, Chief Financial Officer Ueli Roth, President Steve McKeon, Technical Director Felix Roth and General Manager Jim Natzke – will host the company's employees and guests at the official groundbreaking ceremony, with a celebratory lunch to follow.

When: August 19th, 12 noon

Where: 657 2nd Street, Monroe, WI

Who: Employees, media and guests

A year in planning, "the expansion will allow us to double our capacity to meet the increasing demand for Gruyere, one of our Signature Cheeses," explains President, Steve McKeon. "We'll also be able to give our employees a much-needed new break room." "We expect to be up and running this November (2004)," says General Manager, Jim Natzke. Roth Käse's award-winning Surchoix Gruyere is just one among its many handcrafted artesian cheeses.

For more information on Roth Käse cheese, contact: Linda Funk, Food Insight, 1-866-430-2590 ext 241.

