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**Photos available upon request**

**ROTH KÄSE SCORES AT U.S. CHEESE CHAMPIONSHIP**

MONROE, Wisconsin—Two of Roth Käse’s fine cheeses took second and third places at the 13<sup>th</sup> Biennial United States Championship Cheese Contest in Milwaukee last month. The winners, Roth Käse’s Grand Cru Gruyère Surchoix and Braukäse, took their respective places in the Smear Ripened Category.

“These two cheeses have been award-winners in other competitions, including the World Cheese Awards and the American Cheese Society Competition” says Fermo Jaeckle, CEO of Roth Käse. “Adding these U.S. Awards to our trophy case is particularly gratifying because it demonstrates the ability of our team to consistently make top quality cheeses.”

Roth Käse set out to produce distinctive cheeses of Alpine origin, and over the years have expanded their range to include award winning cheeses in a wide variety of categories. Roth Käse’s crown jewel is Grand Cru Gruyère Surchoix , robust and nutty with a complex flavor. Braukäse, though also a washed-rind cheese, is completely different. This semi-soft cheese is cellar-cured and hand-washed with a brewer’s yeast solution to create a creamy, smooth cheese that pairs especially well with robust micro brews and crudité.

Grand Cru Gruyère Surchoix and Braukäse are just two of Roth Käse’s superb cheeses, each hand-crafted by master 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, contact: Kirsten Jaeckle, Director of Marketing 608.328.2122 ext. 8 or visit the website at: [www.roth Käse.com](http://www.rothKäse.com).