



FOR IMMEDIATE RELEASE

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Photos or CDs available upon request

NEW at www.rothkase.com:

Delectable Cheese Recipe Videos from TV Chef Joseph Ciminera

MONROE, Wisconsin—Cheese aficionados will find lots to love when they visit Roth Käse's web site, which now includes 21 delicious video recipes (with more to come). Created by *Taste This TV* host Chef Joseph Ciminera, each quick-and-easy video recipe features a Roth Käse specialty cheese. To watch Chef Joe prepare the recipes, home cooks need only to visit www.rothkase.com, and click on the "Recipes" button. Each recipe is presented in a short on-line video much like a private cooking lesson (a printable version of the recipe is also available). In fact, video viewers can cook right along with Chef Joe, if they choose!

Roth Käse has been a partner with *Taste This TV* for the past three years, bringing easy, tasty cheese recipes to television viewers across the country. The recipe collection includes such delectable dishes as Chicken Stuffed with Rofumo, GranQueso-Dilla, Grand Cru Gruyère and Apple Turnover, Roast Beef and Horseradish & Chive Havarti Rollups, and the Ultimate Fontina Grilled Cheese.

What's more, visitors to the site can click on the "Order Cheese" button to order the *Taste This* Selection of Roth Käse cheeses, which features cheeses that Chef Joe has used in the video recipes and on his show.

All of Roth Käse's cheeses are hand-crafted by master cheesemakers according to traditional techniques. Roth Käse is a leading manufacturer and

marketer of handcrafted, 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.