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**Roth Käse USA Wins Two Best of Class Awards
at Wisconsin State Fair Cheese & Butter Contest**

MONROE, Wis. – Roth Käse USA cheeses won two blue ribbons at the 2009 Wisconsin State Fair Cheese & Butter Contest, including Best of Class honors for its smear-ripened Grand Cru Gruyère Surchoix and shelf-cured GranQueso.

Grand Cru Gruyère Surchoix, the company's flagship cheese, bested 12 other contenders to take top honors in the Smear Ripened Cheese category. Hand-selected for curing nine months or more, this classic Alpine-style cheese crafted from the freshest Wisconsin milk has a firm texture and complex flavors of caramel, fruit and mushroom.

GranQueso, a Roth Käse Original, added to its trophy case of awards by winning Best of Class in the Open Class for Hard Cheeses. A one-of-a-kind cheese that has become a classic, GranQueso is shelf cured for at least six months to create a distinctive bite and lingering sweet finish unlike any other. It is similar to a Spanish Manchego, yet crafted with cow's milk.

Dairy manufacturers from throughout the state submitted more than 260 entries for the 2009 Wisconsin State Fair Cheese & Butter Contest. The 2009 Grand Master Cheesemaker, along with this year's winning cheesemakers, will be recognized during the Blue Ribbon Cheese & Butter Auction on August 6 at Wisconsin State Fair Park.

For more information on Roth Käse cheeses, contact: Kirsten Jaeckle, Director of Marketing, phone 608.845.5796 ext. 5, or visit www.rothkase.com.

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Roth Käse USA is a Wisconsin-based manufacturer and marketer of specialty cheeses, known for the skill of its expert cheesemakers and cellar-curing cheese masters. Roth Käse cheeses have won more than 100 awards in regional, national and international competitions in the past decade and are distributed across the nation.