



**Roth Käse**  
**USA Ltd**

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**Emmi-Roth Käse USA Wins Two Awards  
at 2010 American Cheese Society Competition**

MONROE, Wis. – Emmi-Roth Käse USA cheeses captured two awards at the 2010 American Cheese Society Competition, including a Best of Class blue ribbon in the Hispanic & Portuguese Style Cheese category for shelf-cured GranQueso.

The competition marks a significant milestone for Emmi-Roth Käse USA, as it is the seventh consecutive year for GranQueso to win first in its category. Aged for at least six months, GranQueso is similar to a Spanish Manchego, yet crafted with cow's milk, creating a distinctive bite and lingering sweet finish.

Emmi-Roth Käse USA also captured a third place ribbon in the Washed Rind Category for Grand Cru Gruyère Surchoix, a classic Alpine-style cheese crafted from the freshest Wisconsin milk and hand-selected for aging nine months or more. This marks the third time in four years that Grand Cru Gruyère Surchoix has been honored by the American Cheese Society.

The American Cheese Society competition this year hosted a record-breaking 1,462 total entries, with cheesemakers from 225 companies in 34 U.S. states, Canada and Mexico represented. Since 2002, Emmi-Roth Käse USA has won nearly 40 awards for its specialty cheeses at the ACS competition, and its expert cheesemakers and cellar-curing cheese masters have won hundreds of awards in national and international contests.

For more information, contact Rebecca Seiler, Emmi-Roth Käse USA Marketing Manager, at 608.845.5796 ext. 7, or visit [www.emmiusa.com](http://www.emmiusa.com) .

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*Emmi Roth Käse USA is the largest subsidiary of Emmi Group and strives to be the leading artisan cheese and premium fresh dairy provider. Emmi-Roth Käse USA offers a wide range of award-winning cheeses and specialty dairy products like Swiss Premium Yogurt and Caffè Latte, Emmi's chilled coffee drink made with fresh roasted coffee and the finest milk. The cheese assortment ranges from imported specialties from Switzerland and other European countries to artisan cheeses crafted with pride in the heart of America's Dairyland. Emmi Roth Käse USA delivers the highest quality products with unique taste experiences primarily to the US retail and food service customers.*