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Contact: Linda Funk
1-866-430-2590 ext 241

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Photos available upon request

Roth Käse USA Takes Home Six Honors At 2008 American Cheese Society Conference

MONROE, Wis. — Roth Käse USA cheeses won an array of awards at the American Cheese Society Competition in Chicago on July 25, including first-place honors for GranQueso in the Hispanic and Portuguese Style Cheese Category. 2008 represents the fifth year in a row that GranQueso, a cow's milk cheese reminiscent of Manchego with a distinctive bite and lingering sweet finish, has taken top honors in its category.

In addition, Roth Käse cheeses received the following awards:

- Second Place – Low-Fat Cheese Category: St. Otho
- Second Place – Flavor-Added Havarti Category: Peppadew Havarti
- Third Place – Flavor-Added Havarti Category: Jalapeño Havarti
- Third Place – Light/Reduced Fat Cheese Category: Lacy Swiss
- Third Place – Washed-Rind Cheeses (Cow's Milk): Grand Cru Gruyère

This year's competition drew 1149 entries from 30 states and three Canadian provinces. **Unlike other cheese contests, where cheeses are graded down for technical defects, the American Cheese Society awards cheeses for their aesthetic evaluation (i.e. flavor, aroma and texture) as well as their technical evaluation.**

"It is gratifying that Roth Käse has again been recognized for the quality of our cheeses," said Fermo Jaeckle, Chief Executive Officer. "These awards underscore our continuing commitment to cheesemaking excellence."

Jaeckle's ancestors began making cheese in Switzerland in 1863. Jaeckle and several of his family members founded Roth Käse USA in 1991 in the famed dairy region of south-central Wisconsin that is fittingly known as Little Switzerland. The skilled cheesemakers at Roth Käse USA are known in the industry for their expertise in crafting and curing traditional Alpine-style and American Original cheeses.

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All Roth Käse cheeses are hand-crafted by master cheesemakers according to traditional techniques. With roots in Switzerland, Roth Käse is now a leading manufacturer and marketer of handcrafted, award-winning cheeses in Monroe, Wisconsin, making only the highest quality, best-tasting cheeses. For more information on

Roth Käse, contact Kirsten Jaeckle, Director of Marketing, telephone 608.845.5796 x 5, or visit their website at www.rothkase.com.