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Date: April 6, 2009
Photo: Available upon request

**Roth Käse USA's Bob Constantino Inducted
into California Cheese & Butter Association Hall of Fame**

MONROE, Wis. – Bob Constantino, vice president of retail sales at Roth Käse USA, will be inducted into the California Cheese & Butter Association Hall of Fame on May 9 in San Francisco.

Constantino is a nationally known dairy and deli executive with 30 years experience in the food industry. He joined Roth Käse USA in May 2008, and leads all sales-related activities for the company's award-winning cheeses in the retail sales channel.

He will be honored for his leadership, integrity and contributions to the dairy industry during his career.

"We congratulate Bob and are proud that he is being recognized for the depth of talent and dedication he brings to our industry," said Steve McKeon, president of Roth Käse USA.

During his career, Constantino has held a number of top management posts. He started as the cofounder of Priority Food Marketing, a Boston brokerage firm, representing branded meat and cheese manufacturers in all food industry segments. As the executive vice president of sales and marketing at Norseland Foods, he managed the Jarlsberg and Boursin brands of specialty cheeses in North America. And, as president and owner of Rondele Specialty Foods in Merrill, Wis., he firmly established Rondele in the top tier of gourmet spreadable cheeses in North America.

For more information, 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.