



FOR IMMEDIATE RELEASE

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

Date: June 19, 2009
Photos: Available upon request

**Roth Käse USA Debuts 4-Ounce “Mini” Retail Slice Packaging,
Building on Consumer Demand for Value and Convenience in Deli Section**

MONROE, Wis. – Just in time for summer sandwich and burger season, Roth Käse USA introduces its new American Artisanals 4-ounce “Mini” Slice Packaging, a unique line of pre-sliced specialty cheeses now available in the deli section.

Ten award-winning Wisconsin specialty cheese varieties are available in this smaller 4-ounce packaging format, including: *Grand Cru*® Gruyère, *Landhaus Lace Käse*®, *Van Gogh*® Gouda, *Van Gogh*® Smoked Gouda, *Krönenost*® Fontina, *Alp & Dell*® Muenster, *MezzaLuna Rofumo*®, and *Ostenborg*® Havarti - Plain, Dill and Horseradish & Chive. Each package features six .66 ounce slices that are perfectly sized for sandwiches, burgers, and Panini, and includes a recipe on the back panel.

“These new 4-ounce pre-sliced cheeses are ideal for consumers seeking premium-quality specialty cheeses in a reduced package size” says Bob Constantino, VP of Retail Sales for Roth Käse USA. “As the specialty cheese category continues to grow, particularly in convenient packaging formats, our new 4-ounce slices address current trends in the marketplace as well as the consumer need for value, quality, and convenience.”

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

###

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 nationally.