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**Roth Käse USA Debuts Mix & Match Minis:  
4 oz Pre-Cuts of Specialty Cheeses Perfect for Any Budget**

MONROE, Wis. – Roth Käse USA continues to help consumers find ways to enjoy high value products on a reduced budget with its new Mix & Match Minis, a unique line of 4 oz pre-cut, individually-wrapped, award-winning artisan cheeses now available in the deli section.

More than a dozen cheeses are offered as 4-ounce Mix & Match Minis, including many of Roth Käse's most popular and award-winning cheeses such as Buttermilk Blue, Grand Cru Gruyère, GranQueso, Red Spruce Cheddar, and Van Gogh Gouda.

"While purchasing habits are shifting towards creative ways to spread shopping dollars, great flavor and high quality still remain key purchase drivers in the specialty cheese category," says Kirsten Jaeckle, Marketing Director for Roth Käse USA. "This new line of products allows consumers to continue purchasing their favorite high-quality cheeses in a smaller, budget-friendly 'mini' size."

Consumers have the opportunity to enjoy more than one cheese variety for the price they would have paid for an 8 oz or 10 oz conventionally-sized cut. The Mix & Match Minis also provide the perfect avenue for building a high-end cheese tray for sampling, snacking or for parties.

For more information on Roth Käse cheeses, contact: Kirsten Jaeckle, Director of Marketing, phone 608.845.5796 ext. 5, or visit [www.rothkase.com](http://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 nationally.*