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**Roth Käse USA's Petite Swiss, Moody Blue,
and Roth's Private Reserve Take Home Honors at
2009 US Championship Cheese Contest**

MONROE, Wis. – Roth Käse USA cheeses won three national awards at the 2009 U.S. Championship Cheese Contest on March 19, including Best of Class honors for its Petite Swiss in the Swiss Style Cheese category.

Known for its sweet and nutty flavor, Petite Swiss bested 16 other cheeses from six states to take top honors. Petite Swiss is crafted in small batches and aged a minimum of two months. Perfect for slicing and melting, it boasts a buttery texture and classic sweet finish with hints of fruit.

Two other Roth Käse cheeses took home second place awards. Moody Blue, a new Roth Käse Original, captured second place in the Smoked Cheese category. This creamy blue is delicately smoked over fruit wood to create subtle smoky undertones with hints of roasted nuts and coffee. In addition, Roth's Private Reserve, a raw cow's milk Alpine-style cheese, won second place in the Smear Ripened category.

The United States Championship Cheese Contest is the largest, longest-running cheese competition in the U.S., with roots tracing back to the 1890s. Held this year in Green Bay, Wis., the contest occurs only in odd-numbered years. With 1,360 entries from 32 states, this year's contest was the largest in history.

For more information on Roth Käse cheeses, 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.