

## SWISS Cheese Pavilion at Anuga - Media Release (Trend Topics)

### **SWISS Cheese Pavilion - Innovation based on tradition**

**At the SWISS Cheese Pavilion (Hall 10.1/ Booth B-021 - D-040), which is organized by Switzerland Cheese Marketing AG in conjunction with Switzerland Global Enterprise, the Swiss dairy industry will be showcasing traditional products of the traditional Swiss export industry over an area of some 900 m<sup>2</sup>. The high level of Swiss quality awareness and the wealth of practical knowledge as regards processing are equally important for commercial and industrial companies.**

At the **SWISS** Cheese Pavilion, three major companies – Emmi Schweiz AG, Mifroma SA and Züger AG – will be showcasing their diverse range of products and services. Eight companies will be presenting their quality product ranges at the joint stand: Alp Senn AG, Bodensee Käse AG, Cremo SA – von Mühlennen, Geska AG, InterCheese AG, Lustenberger & Dürst SA, Margot Fromage SA and the Swiss Association of Soft and Semi-hard Cheese Producers (SGWH). The Swiss cheese classics Appenzeller, Emmental, Gruyère and Tête de Moine will also be represented at the venue and of course offered up for tasting by the Anuga experts.

### **Züger Frischkäse AG - A family business with a global clientèle**

The family firm Züger Frischkäse AG has been exporting more than 50% of its products to Europe and overseas for many years now. IQF (Individual Quick Frozen) products are primarily offered for system catering outside Europe. “Thanks to their long shelf-life, they can easily be transported by ship, which is cheaper than doing so by plane,” says Christoph Scherrer, sales manager at Züger Frischkäse AG. Products will be presented at Anuga in catering trays for the first time. These bowls are filled with cream cheese, mascarpone or cottage cheese and correspond to gastronomic sizes. This means that the cuboid bowls can be used practically straight away in food processing plants and canteen kitchens. For the retail trade, new barbecue-cheese burgers with various seasonings will be on offer.

### **Emmi World combines tradition, Swissness and enjoyment**

Emmi invites you into its world of tradition, Swissness and enjoyment. The focus is on Swiss premium products such as the delicately tangy KALTBACH cheese specialties matured in a natural sandstone cave, the ice-cooled Emmi CAFFÈ LATTE white coffee made with Swiss milk and freshly brewed espresso or delicate fondue and raclette dishes.

This year, Emmi is bringing a new melt-in-the-mouth family treat to the cheese counter in the form of KALTBACH Gold, thereby providing fresh impulses to buy. With its golden cheese paste and hint of caramel, the finely balanced variety deserves the KALTBACH seal for its five-month cave refinement: The best cave climate, undisturbed location and painstaking care from the KALTBACH sandstone cave cheese masters give KALTBACH GOLD its typical dark natural rind and perfect its unique flavor. The moist, mineral cave air gives the paste the strong, full-bodied and finely tangy taste with a hint of caramel that can only be KALTBACH GOLD. The KALTBACH cave masters have created a cheese that is not too mild, not too tangy, and tastes simply perfect – ideal for enjoying cheese with wine!

### **Mifroma AG – Focus on cave-aged cheese variations**

«An der Anuga präsentieren und verkosten wir alle unsere besten Mifroma-Käse», fasst Andreas Flury als Verantwortlicher für das internationale Marketing zusammen und ergänzt: «Unser Fokus liegt auf dem höhlengereiften Käsevariationen. Unsere Käsemeister pflegen die Käsespezialitäten in unseren Sandsteinhöhlen bis sie die perfekte Reifung erzielen. Die Reifehöhlen liegen im Herz der Schweizer Berge in Ursy und Reichenbach.»

Mifroma investiert viel, um den «Cheese-Lovers» auf der ganzen Welt das beste Geschmackserlebnis zu ermöglichen. Gleichzeitig engagiert sich Mifroma stark für die Umwelt. Andreas Flury belegt dies mit konkreten Praxisbeispielen: «Unser Standort in Ursy nutzt zu 100% erneuerbare Energiequellen. An der ANUGA werden wir zudem unsere zu 100% recycelbaren Verpackungsinnovation präsentieren.» Zusammen mit den Fachleuten der Verpackungsindustrie wurden dafür neue Folien entwickelt, welche jetzt die höchsten ökologischen Standards erfüllen.

### **Swiss cheese classics – quality from tradition**

The classics of Swiss cheese Appenzeller, Emmentaler, Gruyère and Tête de Moine will also be represented at the venue, and of course offered for tasting by the Anuga experts.

Gruyère has been one of the most popular Swiss cheeses for many years. An AOP organic version of this classic can be enjoyed at Anuga. Denis Kaser, Marketing Manager Export at Interprofession du Gruyère, summarizes the advantages: “Gruyère AOP Bio is produced exclusively from milk sources that meet both the requirements of Bio Suisse and the AOP specifications. The cheese owes its unique taste experience to the special production and maturing process and the best raw milk quality from the Gruyère region. Margot Fromage SA, another Gruyère producer, will also be present at the communal stand with its natural cheese products.

Appenzeller cheese is famous worldwide for its full flavor as well as for the “secret” of its herbal brine. Rudolf Hegg, Head of Sales Promotion and Marketing at the Appenzeller Sortenorganisation, explains: “Appenzeller® has never tasted so creamy and yet so tangy. This is because, in addition to three months of maturing and cultivation using the secret herbal brine, there is an extra portion of cream in it. This makes Appenzeller® a creamy, cheesy treat for everyone.”

“The Emmental AOP Urtyp is the focal point of Emmental Switzerland's appearance. Stefano Aronica will be on-hand at the fair to provide information,” said Stefan Gasser, Director of Emmental Switzerland, in his announcement on this year's emphasis. Emmental AOP Urtyp is precisely matured. The total maturing period is approx. 15 months, of which at least seven months takes place in damp storage, where it is cultivated with brine at least once a week. The taste profile of Emmental AOP Urtyp is pure, full-bodied aromatic, distinctly hearty with a typical soft finish, and strong but not tangy. In addition, the company will be presenting its current #LiveOriginaler communication campaign.

### **Wide variety of quality at the joint stand**

Eight companies will be presenting their quality product ranges at the joint stand: Alp Senn AG, Bodensee Käse AG, Cremo SA – von Mühlennen, Geska AG, InterCheese AG, Lustenberger & Dürst SA, Margot Fromage SA and the Swiss Association of Soft and Semi-hard Cheese Producers (SGWH).

The main focus of Lustenberger & Dürst's presentation this year will be mountain milk cheese. Known for its variety of exclusive cheese specialties from LeSuperbe, Lustenberger & Dürst will be focusing on mountain milk cheese at this year's Anuga.

At Anuga 2019, Lustenberger & Dürst will be presenting the unique flavor of the Swiss mountains: With its exquisite range of Swiss mountain milk cheeses, the Swiss affineur Lustenberger & Dürst demonstrates the decisive difference between raw mountain milk and the Swiss mountain milk cheeses it is made into: healthy Swiss mountain herbs. Simon Gander, CEO of Lustenberger & Dürst SA since September 1, 2019 and successor of his father Richard Gander, is already looking forward to Lustenberger & Dürst's presence at Anuga 2019: “Visitors to this year's Anuga stand will be welcomed into the impressive Swiss mountains. A floral surprise awaits each of our visitors, which they will enjoy for a long time to come.”

The LeSuperbe brand mountain-milk cheeses are made locally with fresh mountain milk using traditional methods and natural ingredients according to old recipes. The unique flavor of the Swiss mountains: strong character, full-flavored and tangy, rich in nutrients, with no artificial

additives. It is also healthy, which is a real added value. Swiss mountain milk cheese – unique and healthy by nature.

Hermann Luchsinger, Managing Director, Geska AG is proud of Glarus' specialty par excellence: "Known since 1463, the legendary Swiss Schabziger (Glerner Schabziger) is the spicy green low-fat cheese in conical form, and has long been a household name in the world of cheese specialties. Swiss Weiss Stöckli with truffles, which was launched a good year ago, is already a household name among consumers, at least in Switzerland, and among gourmets." A world first, Geska will be presenting its Swiss Hot Pink Cheese Stöckli at Anuga – with the typical cone shape. It is also a low-fat cheese made from pure cow's milk, and is painstakingly produced according to a secret recipe. This new product is spiced up with chili and correctly dosed, making this low-fat cheese with an attractive pink color very versatile.

One timely additional aspect of Glerner Schabziger is that it has always been lactose-free. It is also rich in protein and practically fat-free. Made in the Swiss mountains from the pure milk of mountain cows, this aromatic trio is unique in the world of cheese. All three variants will be presented at Anuga at the Geska Switzerland stand and can be tasted there.

Marcel Ledergerber from Bodensee Käse AG is looking forward to Anuga: "There will be two high quality cheeses with a completely new look. But we're keeping them under wraps until then! We can reveal only a little bit about them now: One of the two new cheeses is smooth and creamy like a love song, the other full-flavored and rocky like a rock concert. The colors of yellow and pink also play an important role. That's all we can say for now. Try it at Anuga for the first time!"

Hans Rudolf Aggeler Chairman of the Board of Directors of Seiler Käserei AG on their presence in Cologne: "As a member of the SGWH, Seiler Käserei AG from Giswil is pleased to present raclette cheese with new flavors and organic quality."

"Our short film "From farmer to shop" will demonstrate where the milk and the resulting cheese, which has often won the Swiss Cheese Award, comes from. Equipped with state-of-the-art technology, our new factory gives us the opportunity to increase production, which is why we are pleased to present our product range and maintain new and existing customer contacts at Anuga," says Hans Rudolf Aggeler

### **About Switzerland Cheese Marketing AG**

A non-profit organization, Switzerland Cheese Marketing AG (SCM) is the international center of excellence for Swiss cheese. SCM is headquartered in Bern, Switzerland. In addition, there are SCM branches/antennas in the most important export market of Germany, Italy, France, Benelux,

Spain, Nordics (Finland, Sweden, Norway, Denmark) and UK. SCM offers its stakeholders country-specific services in the areas of marketing (consumer and trade marketing), communication and public affairs. Furthermore, SCM advises its stakeholders on legal, technical and marketing issues and performs coordination tasks for the entire industry. SCM is also responsible for monitoring license agreements and conducting inspections.

By pooling the strengths of all industry players, with its in-depth market knowledge and local presence, the experienced SCM team makes a significant contribution to promoting of Swiss cheese. SCM acts as a neutral and comprehensive body for the entire cheese industry.

### **About Switzerland Global Enterprise**

Switzerland Global Enterprise (S-GE) guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub. As the driver of a global network of experts and as a trusted and strong partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization.

### **Swiss Cheese Exhibitors at Anuga 2019**

#### **Hall 10.1**

<u>Company</u>	<u>Website</u>	<u>Booth-no.</u>
Alp Senn AG	<a href="http://www.alpsenn-ag.ch">www.alpsenn-ag.ch</a>	C-026
Bodensee Käse AG	<a href="http://www.bodensee-kaese.ch">www.bodensee-kaese.ch</a>	C-028
CasAlp, Sortenorganisation		
Berner Alp- und Hobelkäse AOP	<a href="http://www.casalp.ch">www.casalp.ch</a>	B-021
Coopérative des Producteurs de Fromages d'Alpages "L'Etivaz"	<a href="http://www.etivaz-aoc.ch">www.etivaz-aoc.ch</a>	B-021
Crema SA - von Mühlönen	<a href="http://www.crema.ch">www.crema.ch</a> / <a href="http://www.vonmuhlenen.ch">www.vonmuhlenen.ch</a>	B-027
Emmentaler Switzerland	<a href="http://www.emmentaler.ch">www.emmentaler.ch</a>	B-023
Emmi Schweiz AG	<a href="http://www.emmi.com">www.emmi.com</a>	B-041/C-040
InterCheese AG	<a href="http://www.intercheese.ch">www.intercheese.ch</a>	C-026a
Interprofession du Gruyère	<a href="http://www.gruyere.com">www.gruyere.com</a>	C-022
Interprofession du Vacherin Fribourgeois	<a href="http://www.vacherin-fribougeois-aop.ch">www.vacherin-fribougeois-aop.ch</a>	B-021

<u>Company</u>	<u>Website</u>	<u>Booth-No.</u>
Interprofession du Vacherin Mont-d'Or	<a href="http://www.vacherin-montdor.ch">www.vacherin-montdor.ch</a>	B-021
Interprofession Tomme Vaudoise		B-021
Lustenberger + Dürst AG	<a href="http://www.le-superbe.com">www.le-superbe.com</a>	B-029
Margot Fromages SA	<a href="http://www.margotfromages.ch">www.margotfromages.ch</a>	B-025
Mifroma SA	<a href="http://www.mifroma.ch">www.mifroma.ch</a>	D-040
Raclette du Valais AOP	<a href="http://www.raclette-du-valais.ch">www.raclette-du-valais.ch</a>	B-021
Raclette Suisse	<a href="http://www.raclette-suisse.ch">www.raclette-suisse.ch</a>	B-021
Sbrinz Käse GmbH	<a href="http://www.sbrinz.ch">www.sbrinz.ch</a>	B-021
SGWH Schweizerische Genossenschaft der Weich- und Halbhartkäsefabrikanten	<a href="http://www.cheese.ch">www.cheese.ch</a>	C-028a
SO Appenzeller Käse GmbH	<a href="http://www.appenzeller.ch">www.appenzeller.ch</a>	C-024
SO Tilsiter Switzerland GmbH	<a href="http://www.tilsiter.ch">www.tilsiter.ch</a>	B-021
Sortenorganisation Bündnerkäse	<a href="http://www.buendnerkaese.ch">www.buendnerkaese.ch</a>	B-021
STEA – Società Ticinese di Economia Alpestre	<a href="http://www.stea.ch">www.stea.ch</a>	B-021
Switzerland Cheese Marketing AG	<a href="http://www.cheesesfromswitzerland.com">www.cheesesfromswitzerland.com</a>	B-021/C-028
Tête de Moine AOP	<a href="http://www.tetedemoine.ch">www.tetedemoine.ch</a>	C-020
Züger Frischkäse AG	<a href="http://www.frischkaese.ch">www.frischkaese.ch</a>	C-038

**Wir freuen uns auf Ihren Besuch!**

**SWISS** Cheese Pavilion | Hall 10.1 | Booth No. B-021 – B-041 / C-020 – C-040 / D-040

**SWISS** Pavilion | Hall 3.1 | Booth No. C-060 – C066a / D-060 – D-067

**Further information:**

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