

## Media Release

### **SWISS Cheese Pavilion at Anuga 2023 – Innovation from tradition**

Bern, 27 September 2023. **The SWISS Cheese Pavilion, Hall 10.1 / Booth B-021 – C-040, is organized by Switzerland Cheese Marketing AG (SCM) in cooperation with Switzerland Global Enterprise (S-GE).**

At the SWISS Cheese Pavilion, eight companies will be showcasing their quality ranges on a shared area of 528 m<sup>2</sup>: Alp Senn AG (Hardegger Käse AG), Baer AG/Lactalis Suisse SA, Bodensee Käse AG, Cremo SA – von Mühlennen, InterCheese AG, Lustenberger & Dürst AG, Margot Fromages SA, and the Swiss Association of Soft and Semi-hard Cheese Producers (SGWH). Four trade organizations (Le Gruyère AOP, Appenzeller®, Tilsiter, and Tête de Moine AOP) will also be represented with their specialties and new creations. The companies Emmi Schweiz AG, Elsa Group SA (MIFROMA SA), and Züger Frischkäse AG will also have their own stands in Hall 10.1.

In addition to cheese tasting, the SWISS Cheese Pavilion invites visitors to get to know the stories behind the products and the specialists responsible for them.

#### **Swiss Association of Soft and Semi-hard Cheese Producers**

The members of the Swiss Association of Soft and Semi-hard Cheese Producers (SGWH) are proud to present their latest cheese specialties at Anuga. Our members have been committed to the production of high-quality cheeses for generations, using traditional craftsmanship and innovative ideas.

The SGWH members are highly motivated to present their products at Anuga and to present the diversity and quality of Swiss cheese culture. We cordially invite you to visit our stand and discover the delicious cheese specialties of Seiler Käserei, Moser Schweizer Weichkäse, and Fromages Spielhofer.

Fromages Spielhofer is proud to offer a wide range of 20 different hard, semi-hard, and soft cheeses as well as artisanal mountain butter. Special mention also goes out to the famous Tête de Moine, which is produced with the utmost care by Fromages Spielhofer and delights connoisseurs all over the world.

Seiler Käserei, a renowned Swiss cheese dairy, has made a name for itself with its excellent raclette cheeses. This year's highlight at Anuga is the brand new Raclette Chorizo, which has already won several Swiss Cheese awards.

### **Natural products from the village cheese dairy**

At the locally rooted Lustenberger village cheese dairy, a new range of quality cheeses made from fresh raw milk by hand using natural methods has been produced every day since 1862, just a few hours after milking. At Anuga, you can taste the range and learn more about the natural production processes. Priority is given to raising dairy cows close to nature and, of course, grass- and hay-based feeding.

### **Maximum enjoyment in premium Swiss quality**

Gabriel Rosenberg, Key Account Manager at LACTALIS Suisse/Baer AG, is looking forward to Baer AG attending Anuga for the first time: “With the new ‘BAER Croc Tradition AOP’, cheese manufacturer BAER AG and the respective AOP cheese associations are launching a cheese specialty that can be enjoyed warm. The Croc Tradition is filled with 100% Swiss AOP cheese and features a breadcrumb coating. Available in four varieties:

“Maximum enjoyment in top Swiss quality”: BAER has lived up to this promise with every single product for over 90 years. In Küssnacht am Rigi, Switzerland’s best-known soft cheese. The name BAER stands for a diverse range of products and maximum Swiss quality. The expertise of the BAER master cheesemakers, their meticulousness, and their passion for processing the best Swiss milk are reflected in a wide range of the finest products.

### **Tradition and innovation**

Crema SA based in Western Switzerland, has been building on its industry roots since 1861. At Anuga, the company will be showcasing its experience in the maturation of AOP cheeses under its in-house brand ‘Von Mühlönen’. Key Account Manager Export Guillaume Dupré summarizes the most important quality features: “Von Mühlönen is able to look back on a long and proven tradition of producing selected cheese products in Switzerland. Von Mühlönen’s cheese products are made primarily from pure raw milk and using traditional aging methods that have proven their worth over 150 years.”

### **Two newcomers from Lake Constance**

“There’s so much we have already told you. At this year’s Anuga, we’ll be introducing ‘our two newcomers’,” says Marcel Ledergerber, Managing Director of Bodensee Käse AG.

There will be two high-quality cheeses in a completely new look. Not only are we proud to announce that the Rote Hexe family is growing, but also that our ‘young pups’ are taking center stage this year and will be delighted to introduce themselves to you in person.”

### **Alp-Senn cheese**

Alp Senn AG was founded in 1956 and is now family-managed in its second generation. The company produces, trades, matures, and packs Swiss semi-hard and hard cheese specialties. Sandro Renz, Head Marketing & Sales at Alp Senn AG (Hardegger Käse AG), on the production and range of products to be discovered at Anuga: “The company’s in-house cheese dairy primarily processes Appenzeller®, Emmentaler AOP, and other cheese varieties, as well as award-winning specialties such as the Gallus Grand Cru Cheese World Champion, Meisterwerk 1956 Höhlenkäse, Alte Fritz, and St. Galler Rahmkäse from fresh raw milk.”

### **Cultivated and perfected Swiss cheese culture**

Many Swiss specialty cheeses that have become internationally popular are matured and processed by InterCheese AG, the cheese cellar in Beromünster in the Swiss canton of Lucerne. These include well-known classics and lesser-known specialties alike, which are all made perfect by the cellar masters with great craftsmanship.

InterCheese AG is a competent and innovative partner on the international cheese market. The Swiss cheese tradition is embodied here every day, combining Swiss values such as quality awareness and a down-to-earth approach with a spirit of innovation.

### **Le Gruyère AOP**

Le Gruyère has been protected by the AOP for 20 years. This designation has been recognized throughout Europe as the ‘Appellation d’Origine Protégée’ (Protected Designation of Origin, AOP) since December 2011. Head of International Marketing Denis Kaser explains what this means: “The entire production process is carried out in accordance with the specifications required for all AOP products. The use of the name Gruyère is protected by numerous additional agreements in various countries around the world.”

Le Gruyère AOP gets its name from the La Gruyère region in the Swiss canton of Fribourg. It has been produced based on the same traditional recipe since 1115. Today, it is produced in the cantons of Fribourg, Vaud, Neuchâtel, Jura, and some municipalities in the canton of Bern. The wheel number and approval number of the cheese dairy are systematically embossed on each wheel.

### **New Tilsiter variations**

“At Anuga, we will be revealing the 1893 line in a new look,” says Willi Oberhänsli, Head of Marketing, on the attendance of SO Tilsiter Switzerland GmbH. Two new products will also be presented: Tilsiter hummus and Tilsiter cheesecake, which were launched in 2022. The

company is also innovative when it comes to sustainability, emphasizes Willi Oberhänsli: “The Tilsiter range is the first cheese variety to be climate-neutral and also bears the ‘Swissmilk Green Label’ label.”

### **The best dairy moments**

For more than a century, Emmi has been carefully manufacturing high-quality dairy products with passion and tradition. “We delight our customers beyond Switzerland with innovative products and strong brands such as Emmi Caffè Latte and Kaltbach cheese in various variations. In doing so, Emmi creates the best dairy moments – both today and for future generations,” says Corinne Simone, Brand Experience Project Manager at Emmi Schweiz AG.

*KALTBACH Rahmkäse – full-bodied, creamy indulgence This cheese boasts a real creamy flavor. The cream cheese remains in the care of the KALTBACH cave masters for four months. The finest cream gives it its soft texture, and our refinement completes the creamy taste with a special spice. KALTBACH cream cheese offers a particularly wide range of combination options and is also very popular among young connoisseurs. A pairing with fresh fruit or a light white wine unleashes the full flavor potential of this cheese.*

Emmi CAFFÈ LATTE for ‘Gen Z’ – Emmi CAFFÈ LATTE is expanding its product range with ‘Fun Latte’ to include two new, exciting flavors for the young target group ‘Gen Z’. Popcorn and Hazelnut Brownie offer an indulgent yet surprising taste experience with gentle coffee notes without neglecting the energy boost you need.

### **Serving Swiss Cheese Excellence**

At Anuga 2023, cheese lovers will be able to discover a wide range of high-quality products and unique flavors that demonstrate a passion for cheese and Swiss craftsmanship. Elsa Group SA is looking forward to presenting its extraordinary products at Anuga 2023. With its experience in the production, selection, aging, and packaging of Swiss cheese, the Group is committed to offering consumers worldwide outstanding products.

Elsa Group SA is proud of its Swiss cheese tradition and of all those involved in producing exceptional cheeses. From dedicated farmers to passionate master cheesemakers, everyone plays an important role in preserving the traditional Swiss cheese-making tradition that has been passed down.

### **Mozzarella in the spotlight**

Swiss family business Züger Frischkäse AG processes fresh, regional quality milk into delicious fresh cheese products, 50% of which are exported to Europe and overseas. The product range includes mozzarella, pizza mozzarella, cottage cheese, mascarpone, ricotta, quark, cream cheese, brine cheese, grilled cheese, and butter.

Bettina Signer, Head of Marketing at Züger Frischkäse AG, summarizes what the company is focusing on this year: “We are focusing on our mozzarella. Whether as an organic light ball, sliced sticks, or grated classic pizza mozzarella, the popular fresh cheese is available in all varieties at Züger Frischkäse AG, making it a delight for everyone.”

**We are looking forward to your visit!**

**SWISS Cheese Pavilion | Hall 10.1 | Booth B-021 - C-040**

### **About Switzerland Cheese Marketing AG (SCM)**

Switzerland Cheese Marketing AG (SCM) is a non-profit organization and the internationally active competence center for Cheeses from Switzerland. The SCM headquarters are located in Bern (Switzerland). There are also SCM branches in the key export markets of Germany, Italy, France, Benelux, Spain, the Nordic states (Finland, Sweden, Norway, Denmark) and the UK. SCM offers its shareholders country-specific services in the fields of marketing (B2C and B2B marketing), communication and public affairs. In addition, SCM advises its shareholders on legal, technical and marketing issues, and acts as a coordinator for the industry as a whole. The SCM is also responsible for controlling license applications, i.e. through carrying out inspections.

By combining the powers of all the actors in the industry, and thanks to experienced knowledge of the market and a local presence, the experienced SCM team plays a key role in promoting sales of cheeses from Switzerland. SCM acts as a neutral and comprehensive port of call for the entire cheese industry.

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