



Press Release, 24.03.06

## “Worlds Best Cheese”

**von Mühlener Emmental Premier Cru wins the coveted “First” overall award at the World Championship in Wisconsin 2006, having already won “First” in class in the Cheese from Switzerland 2006 category; and is given the title “Worlds Best Cheese - World Champion”.**

*von Mühlener wins at the World Championship in Wisconsin, 23 March 2006, with its Emmental Switzerland Premier Cru, being given the title “World Champion”. This means the cheese from von Mühlener has been declared officially to be the best Cheese in the World. This is the First Time that a Cheese from Switzerland wins this particular title. The official ceremony will be held on 27.4.06 in Wisconsin. ([www.wischeesemakersassn.org](http://www.wischeesemakersassn.org))*

Besides this success over all categories, von Mühlener has also won two titles as World Champion in the categories: smear ripened cheese with its Gruyère Switzerland AOC Premier Cru; and in the category Swiss style with its Emmental Switzerland Premier Cru. Von Mühlener has also previously won the Swiss Style category in 1998 und 2002.

In April 2005 von Mühlener won the title “World Champion” over all categories, at the World Cheese Awards in London for the Le Gruyère Switzerland AOC Premier Cru, for the 3<sup>rd</sup> time after 1992 and 2002. This is unprecedented; von Mühlener is the only cheese manufacturer in the world, to have ever won this highest World Cheese award 3 times! This success continued by winning another gold medal at the Nantwich Cheese Show in July 2005, and now with this World Champion title at the Wisconsin show, von Mühlener currently holds the title of “Worlds Best Cheese – World Champion” for both of the World Cheese Competitions.

Le Gruyère Premier Cru is a raw milk hard cheese, ripened for 14 month in humid caves, it is exclusively produced and ripened in its region of origin, the canton of Fribourg, Switzerland. Emmental Premier Cru is also a raw milk cheese that is ripened for 14 month in humid caves, and is also produced in its region of origin, the valley of the Emme in the canton Bern, Switzerland.

The Wisconsin Championship has entries of over 1700 different Cheeses from all over the world, one of the largest contests in the World Cheese industry, only 2<sup>nd</sup> to the World Cheese Awards. The contest is organized every second year in Wisconsin, USA.

Von Mühlener has a long, established history of fine cheese making in Switzerland.

At the beginning of the 19th century, Swiss farmers began moving production down into the valleys, after centuries of summer time cheese making at higher altitudes in quaint alpine settings. The centralised larger production sparked a need for larger cellars, and many new cheese maturing facilities were born.

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The Von Mühlenen family created its company and ripening cellars in 1861, and has ever since, been an important player in Swiss cheese making history. Recent years have shown Von Mühlenen's ongoing commitment in this major market, highlighted by its involvement in the creation of the AOC labels for Le Gruyère Switzerland, and Emmental Switzerland products.

Von Mühlenen has through the decades remained a family operation, with modern facilities centrally located near Fribourg in Düdingen, a region famous for its Le Gruyère Fribourg, Emmental Switzerland and Raclette Fribourg. The third and fourth generations of these cheese making specialists continue to look after all day-to-day operations and business.

Cheeses by von Mühlenen are produced exclusively with pure raw milk, using traditional ripening methods dating back some 140 years. Primary production is completed by a group of more than 50 dairies, in selected locations throughout Switzerland, producing traditional Emmental Switzerland, Le Gruyère Switzerland AOC Fribourg and many other renowned house specialties, such as:

- Le Gruyère Premier Cru
- Emmental Premier Cru
- Beech tree Mountain Cheese
- White Mountain Cheese
- Le Gotteron
- Alpine Aster with Herbs
- Alpine Aster Nature
- Alpine Rose
- Alpine Bell

These products are available in Europe, Canada, USA, Asia.

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