



PRESS RELEASE
Contact: Jeanne Carpenter
Communications Director
Dairy Business Innovation Center
Phone: 608-358-7837
jeanne@wordartisanllc.com
www.dbicusa.org

FOR IMMEDIATE RELEASE

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New Wisconsin Original Cheddar Blue Cheese to Debut at Fancy Food Show

SEYMOUR, Wis. – A new original Cheddar Blue cheese handcrafted in micro batches by Seymour Dairy, using premium milk from the small, sustainable dairies of Wisconsin's Red Barn Family Farms, will debut at the Fancy Food Show this month in San Francisco.

Weinlese, which means "vintage" in German, is the result of a unique partnership between Seymour Dairy, a cheese factory in Seymour, Wis., and Red Barn Family Farms, a group of small and sustainable Wisconsin dairy farms certified by the American Humane Association.

The signature cheese, a Wisconsin original, is crafted at Seymour Dairy by cheesemaker Mike Brennenstuhl from rBGH-free milk supplied by Red Barn Family Farms, founded by veterinarian Dr. Terry Homan and his wife, Paula. Each farm is certified for exceptional milk quality and quality animal care.

"We aimed to create a Wisconsin original cheese with soul," Brennenstuhl said. "This is the kind of cheese that speaks to you - it starts like a Cheddar and finishes like a Blue."

Featuring a sweet and nutty, creamy and mellow flavor, Weinlese boasts a unique appearance with golden hue and green veins. Its complex flavors make it a perfect table cheese, paired with a Pinot Noir or Stout, and its firm body lends itself to melting on steaks, burgers, or veggies.

"Weinlese is crafted with a passionate consciousness for the earth and the animals who produced the milk," Homan said. "It's a true partnership of premium ingredients: exceptional milk paired with exceptional cheesemaking."

Weinlese will make its debut on Jan. 16-18 at the Fancy Food Show in San Francisco. For more information about Seymour Dairy, contact Mary Beth Hill at 920-296-4452 or visit:

<http://www.seymourdairyproducts.com>. For more information about Red Barn Family Farms, contact Dr. Terry Homan at 920-570-0648 or visit: <http://www.redbarnfamilyfarms.com/>

The Dairy Business Innovation Center offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit www.dbicusa.org.

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