



FOR IMMEDIATE RELEASE

CONTACT: Pete Kondrup, Westby Cooperative Creamery, 608-634-3181, ext. 20; pkondrup@westbycreamery.com; or, Steve King, OPEN ROADS, (414) 227-1000 ext. 3, sking@openroads-bgdn.com

Wisconsin's Westby Cooperative Creamery Cottage Cheese Wins Category at World Championship Cheese Contest

Madison, WI --- Westby Cooperative Creamery of Westby, Wisconsin, won the Cottage Cheese Category at the international 2010 World Championship Cheese Contest with its 4% Small Curd Cottage Cheese entry, beating nine other premier cottage cheeses from the U.S. and Austria.

This Westby Cottage Cheese scored "Best of Class" with a total of 96.65 points, almost three points more than its nearest competitor, a cottage cheese from Georg Hiegelsberger & Team of Austria. The Westby 2% Small Curd Cottage Cheese also scored well in the competition with 93 points for 6th place.

The World Championship Cheese Contest shattered all entry records this year with 2,313 cheeses and butters from 20 nations. The contest held March 16-18 at the Monona Terrace Convention Center hosted an international panel of 30 cheese evaluation experts who judged 80 cheese and butter classes. The contest is the World Series of cheese.

"This is a very prestigious award that is a testament to the long history and traditional values of Westby Cooperative Creamery," says Pete Kondrup, General Manager. "Quality and great taste starts with the freshness of the milk from our more than 100 family dairy farms," Kondrup says, "with production of products in small batches by dedicated employees following proven recipes."

The cottage cheeses were scored on a point scale representing a wide range of quality characteristics, including overall appearance, mouth feel and taste. Westby is the only manufacturer of cottage cheese left in Wisconsin. "It's an expertise for us," says Kondrup, "and a source of pride."

--more--

Westby Cooperative Creamery is a farmer-owned cooperative formed in 1903. The cooperative also manufactures other cultured dairy products including yogurts, sour creams, dips and cream cheeses, plus selected hard cheeses, under its own brand and private labels.



Westby Cooperative Creamery 4% Small Curd Cottage Cheese won the Cottage Cheese category of the 2010 World Champion Cheese Contest in Madison, WI, March 16-18 with a score of 96.65 points.

--end--

For a high-resolution reproduction file of the above product photo, please send an e-mail request to Andy Dambeck at adambeck@openroads-bgdm.com