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# PRESS RELEASE

January 8, 2008

\*\*\* FOR IMMEDIATE RELEASE \*\*\*

## ANNOUNCING NEW RESOURCE FOR THE CHEESE TRADE

### Increase your cheese lines and sales!

This is the service the French Cheese Club is offering to U.S. importers, distributors, supermarkets and specialty food stores.

# FRENCH CHEESE CLUB

TERROIRS & TRADITIONS



In 2008, five of the most renowned French cheese makers team-up to promote and support the sale of their cheeses in the U.S. market. They are the proud makers of the following award-winning French traditional cheeses:

**DIDIER LINCET** : Chaource, Brillat-Savarin, Délice de Bourgogne, Saint Florentin, ...

**E. GRAINDORGE** : Pont l'Evêque, Livarot, Camembert, Cœur de Neufchâtel, ...

**ÉTOILE DU SUD** : Saint Marcellin, Saint Félicien, Boucantrin, Roves des Garrigues, Provençal, ...

**FROMAGERIE BERTHAUT** : Époisses, Perrière, Trou du Cru, Affidélice, Soumaintrain, ...

**RIVOIRE-JACQUEMIN**: Comté

The French Cheese Club Ambassadors' mission is to work closely at the trade, press and consumer levels by organizing demos, supplying staff training and POS materials, as well as participating in seminars and food/wine events. She will also help you source cheeses and improve your supply chain management.

**For further information please contact:**

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1 646 216 9472 or at [contact@frenchcheeseclub.com](mailto:contact@frenchcheeseclub.com)

VIP Invitation to the French Cheese Fair – Paris, France – Feb. 24-27 2008

The French Cheese Club invites U.S. Cheese buyers to the 10<sup>th</sup> “Salon du Fromage”.

This is a unique opportunity to meet with the heart of the French dairy industry at the prestigious International Agricultural Show.

To learn more and register, please visit our website at: [www.frenchcheeseclub.com](http://www.frenchcheeseclub.com)