



**CYPRESS GROVE CHEVRE'S TRUFFLE TREMOR WINS FIRST PLACE  
AWARD AT AMERICAN CHEESE SOCIETY COMPETITION  
2009 A Championship Year for Truffle Tremor with Trio of Top Awards**

Arcata, CA – (Aug. 20, 2009) Cypress Grove Chevre is accustomed to accumulating awards for its line of artisanal goat cheeses. But its newest addition, the soft-ripened goat cheese with black summer truffles, Truffle Tremor, has recently been setting a dizzying pace for picking up accolades. In less than two months, Truffle Tremor has garnered three first place prizes in international, national, and regional competitions.

On Aug. 8, it won a first-place award at the 26<sup>th</sup> annual American Cheese Society (ACS) competition in Austin, Texas. In June, Truffle Tremor received another top award, the coveted Specialty Outstanding Food Innovation (sofi™) award for Outstanding Cheese or Dairy Product from the National Association for the Specialty Food Trade (NASFT). Rounding out the recent wins, Truffle Tremor was awarded a Gold Medal at this summer's California State Fair, a regional showcase for established and emerging California cheesemakers.

“This has been exciting couple of months for Truffle Tremor”, said Mary Keehn, founder and owner of Cypress Grove Chevre. “Our customers have been telling us they love Truffle Tremor since we released it. It is gratifying that judges feel the same way.” Also at the ACS competition, Cypress Grove took home first-place honors for its Herb Chevre, as well as awards for Fog Lights, Fog Grande, Fromage Blanc, and Dill Chevre.

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Since 1998, when Cypress Grove began tracking its awards, the Northern California cheesemaker has won nearly 70 awards for its artisan cheeses from the ACS, the World Cheese Awards, U.S. Cheese Championship, National Association of Specialty Foods (NASFT), and the California State Fair, among others. Cypress Grove, which was founded by Mary Keehn in 1983, is perhaps most well-known for its iconic American classic artisan cheese, Humboldt Fog. “Truffle Tremor debuted in 2007 and is our newest cheese,” said Keehn, “We add new products very rarely, and only when we feel they will enhance our product line and add something new to what’s available in the market.” This year’s ACS competition featured 1,327 entries from 197 producers from 32 states, Canada and Mexico. For more information about ACS, please visit [www.cheesesociety.org](http://www.cheesesociety.org).

#### **About Cypress Grove Chevre**

Cypress Grove Chevre is the leading producer of fine American goat cheese including the top-selling American artisanal classic, Humboldt Fog. Founded in 1983 by Mary Keehn, Cypress Grove continues a tradition of innovation by introducing original American cheeses to the marketplace, such as its newest addition, Truffle Tremor, which in 2009 won first-place honors at the American Cheese Society competition and a coveted softi™ award from the National Association of Specialty Food Retailers (NASFT). Cypress Grove was also awarded Outstanding Product Line at the 2007 Fancy Food Show in New York. Based in Arcata, CA, where the Redwoods meet the Pacific, Cypress Grove’s award-winning family of products are found at fine retail outlets and restaurants across the country.

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#### Cypress Grove Chevre 2009 Awards

##### **American Cheese Society Conference**

Award: 1<sup>st</sup> place, Truffle Tremor  
Category: Soft-ripened cheeses with flavor added

Award: 1<sup>st</sup> place, Herb Chevre  
Category: Fresh goat’s milk cheeses flavored with herbs

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Award: 3<sup>rd</sup>, place, Fog Lights  
Category: Soft-ripened cheeses made from goat's milk

Award: 3<sup>rd</sup> place, Fog Grande  
Category: American Original made from goat's milk

Award: 3<sup>rd</sup> place, Dill Chevre  
Category: Fresh goat's milk cheeses flavored with herbs

Award: 3<sup>rd</sup> place, Fromage Blanc  
Category: Cultured milk products made from goat's milk

**NASFT Specialty Outstanding Food Innovation (sofi™) Awards**

Award: sofi™ Gold Award, Truffle Tremor  
Category: Outstanding Cheese or Dairy Product

**2009 California State Fair, Sacramento, Calif.**

Award: Best of Show, Purple Haze  
Category: Soft Fresh Cheese, Flavored

Award: Gold Medal, Humboldt Fog Grande  
Category: Semi-Soft Cheese

Award: Gold Medal, Truffle Tremor  
Category: Semi-Soft Cheese, Open Category, Goat

Award: Silver Medal, Fromage Blanc  
Category: Cultured Cheese

Award: Silver Medal, Fresh Chevre, Natural  
Category: Soft Cheese