



CONTACTS:
Kris Ellenberg, 310.430.1772
Kris.Ellenberg@gmail.com
Kathi Johnson, 310.649.4781
Kathleen@knjpr.com

CYPRESS GROVE CHEVRE INTRODUCES NEW, EASY-OPEN PACKAGING FOR FRESH CHEVRE LINE AT FANCY FOOD SHOW – BOOTH #5107

Northern California Cheesemaker also Introduces Micro-perforated Packaging to Give Soft-ripened Cheeses 'Breathing Room' and Extends Shelf Life

ARCATA, Calif. (January 17, 2010) – Enjoying fresh goat cheese from Cypress Grove Chevre just became a lot easier. Today at the Fancy Food Show, the Northern California cheesemaker introduced a new, easy-open package for its fresh chevre line, which includes the award-winning Purple Haze (Cypress Grove Chevre – Booth #5107). The company also introduced a new, multi-layer, micro-perforated, paper for two of its soft-ripened cheeses – Bermuda Triangle and Fog Lights. Chambers created in the layers keep in moisture, while allowing air to flow in and out. Fresh chevre in the new packaging will begin shipping in March. The soft-ripened cheeses in the new paper wrapping will begin shipping in February.

“I am probably as excited about introducing this new packaging as Mary is when she unveils a new cheese,” said Cypress Grove Quality Assurance Manager Sonny Simonian referring to Company Founder Mary Keehn. “Until now, there was no easy-open solution that would keep our chevre as fresh and delicious as the vacuum-sealed, shrink wrapped plastic we have been using for years without sacrificing quality for convenience of the packaging.”

The new thermo-plastic packaging automates the current multi-step process, which offers benefits both on the production side and to the consumer.

“Any change we make in production is made to enhance the cheese and the consumer experience,” said Simonian. “Our hand-crafted cheeses spend less time out of refrigeration with the new packaging process. It is far more efficient and has reduced costs, which we are passing on to our customers. This spring, when the new packages arrive in-store, customers won’t just be seeing our fresh chevre in new easy-open, peel back packaging, they will be paying less.”

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Cypress Grove Chevre – New Packaging 2-2-2-2

New packaging also is being introduced for Bermuda Triangle and Fog Lights, two of Cypress Grove's soft-ripened cheeses, to enhance the customer experience.

"We are very impressed with this new multi-layer paper and how well it maintains the quality and freshness of Cypress Grove's award-winning cheeses," said Simonian. "It creates an environment that acts like a small 'cheese cave' that allows for consistent humidity. The layers in the paper allow for air flow, letting the cheese breathe and continue to ripen. These optimal conditions also extend the shelf life of the cheese by two weeks."

Customers will appreciate how the new paper wrap keeps the cheese moister, which also makes it easier to slice.

The unique shape of Bermuda Triangle makes the cheese popular with food service. Perfect triangular slices of the cheese placed atop a salad or entree add an artistic, visually-interesting element – a feast for the eyes as well as the mouth

Fog Lights is an 8-ounce disk favored by consumers, and used in food service as well. Its smaller size makes Fog Lights a stunning and delicious addition to a cheese plate, or as a savory everyday treat to enjoy by the slice.

About [Cypress Grove Chevre \(www.cypressgrovechevre.com\)](http://www.cypressgrovechevre.com)

Cypress Grove Chevre is the leading producer of fine American goat cheese including the top-selling American artisanal classic, Humboldt Fog, which recently won a Gold Medal at the UK's Guild of Fine Food 2009 World Cheese Awards. 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 sofi™ 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 can be found at fine retail outlets and restaurants across the country. Cypress Grove Chevre is a leader in its industry and a Founding Member of the newly formed G.O.A.T. Group, dedicated to spreading the word on Super Goat and her Super Foods and why they're the "greatest of all time" for you and our planet. For more information, please visit www.SuperGoat.org or contact goat@supergoat.org.

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