



## **CYPRESS GROVE CHEVRE WINS SOFI™ GOLD AWARD FOR TRUFFLE TREMOR California Cheesemaker's Newest Cheese Comes of Age**

**ARCATA, Calif.** – (July 10, 2009) One of California's most iconic artisan cheesemakers, Cypress Grove Chevre, has won the coveted Specialty Outstanding Food Innovation (sofi™) award for its newest cheese, Truffle Tremor, from the National Association for the Specialty Food Trade (NASFT). The award was announced June 30 at the annual judging held at the Summer Fancy Food Show in New York. Truffle Tremor took home a Gold sofi™ award in the Cheese or Dairy Product category, one of 33 categories showcased by the NASFT as representing the country's finest selection of specialty food products.

“Truffle Tremor is our newest cheese and represents our approach to innovation – we've been around for more than 25 years but we only have 10 cheeses in our product line,” said Cypress Grove's Mary Keehn, who founded the company in 1983. “We took our time to perfect it before we debuted it in 2007, and it's found its niche alongside our other cheeses.” This year's Summer Fancy Food Show featured 140,000 specialty foods and beverages from across the country. Despite the challenging economy, a record crowd attended—a four percent increase in 2009 with 24,000 buyers and industry members from around the world heading to New York for the show.

Keehn says that while Cypress Grove, like most companies, has felt the economy's pinch, people who value high quality food still seek out everyday indulgences like artisan cheese. “The economy has impacted most of us by forcing us to make more thoughtful choices with our dollars,” she said. “From crowds at this year's Fancy Food Show, it's clear that there is still a growing market for our cheeses.”

Cypress Grove has won numerous awards since the company began more than 25 years ago, including top honors from the NASFT for “Outstanding Product Line” at the 2007 International Fancy Food and Confection Show in New York, as well as awards from the American Cheese Society, World Cheese Awards, and the U.S. Championship Cheese Contest. And in April, the San Francisco chapter of the U.S. Small Business Administration (SBA) named Keehn as its 2009 “Small Business Person of the Year.”

**About Cypress Grove Chèvre**

Cypress Grove Chèvre 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 celebrated its 25<sup>th</sup> anniversary in 2008 and continues a tradition of innovation by introducing original American cheeses to the marketplace. Cypress Grove produces fresh, soft-ripened and aged cheeses and was awarded Outstanding Product Line at the 2007 Fancy Food Show New York City. 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 dining establishments throughout the United States.

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