

Wisconsin: Where Cheese Adventures Begin

(NAPSA)—Americans love the great taste of cheese. According to a recent survey, 80 percent of consumers listed “taste” as their reason for eating it.

The state most associated with cheese is the one known as America’s Dairyland, Wisconsin. Here are some findings from a recent consumer survey about one of America’s most popular foods:

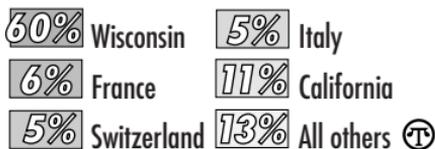
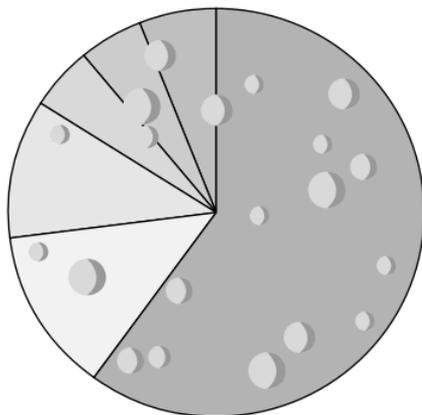
- Cheddar cheese topped the list of favorite cheese varieties with nearly four out of 10 consumers, with American and Swiss filling out the top three. A Wisconsin Cheddar won Best of Class for Cheddar at the recent 2004 World Championship Cheese Contest.

- Nearly six in 10 people claim to be “cheese adventurers” and like to try new types of cheeses, rather than sticking to just a few favorites or even just one special variety. While many consumers think Wisconsin produces fewer than 25 types of cheese, there are actually more than 450 varieties, types and styles for the adventurers to enjoy.

- More than six in 10 respondents reported that they sample new cheeses at a store. Slightly fewer consumers reported trying new cheeses at parties or catered events. Shoppers can make sure they are getting cheese crafted by Wisconsin’s cheese-making artisans by looking for those with a Wisconsin Cheese identification in the grocer’s dairy and deli case.

- Nearly three-quarters of those surveyed said that they are uncomfortable with their ability to pair wine with cheese, and almost eight in 10 reported that they are uncomfortable with their ability to pair beer with cheese. The Wisconsin Milk Marketing Board offers an online guide to pairings

Which geographic location is best known for cheese?



According to a recent survey, more people associate cheese with Wisconsin than any other state or country.

at their Web site; for example, sharp Asiago goes well with Merlot, Riesling and Pinot Noir.

- Six percent of respondents like cheese for its nutritional value. For example, a recent study found that girls who get enough dairy products in their diets may stay leaner than their peers.

The world of Wisconsin cheese is the result of 150 years of quality and craftsmanship. Rooted in the traditions of European cheese making, proudly nurtured by every generation since the pioneers, today Wisconsin is home to some of the finest craftsmen in the world. Wisconsin began and continues to advance the country’s highest cheese-making standards.

For information on cheese varieties and a selection of cheese recipes, go to www.wisdairy.com.