



November 25, 2010 Press Release World Cheese Awards 2010

“Another Clean Sweep - the quality gap widens”

Von Mühleneren wins the award for the Best Continental Cheese at the World Cheese Awards 2010.

In addition, Von Mühleneren retains its title as the best Le Gruyère AOC whilst winning a Super Gold Award.

Furthermore, Von Mühleneren wins the award for the Best Unpasteurised Cheese.

The 4 times World Champion Von Mühleneren, overall title winner of The World’s Best Cheese at the World Cheese Awards 2005, 2002, 1992 (including overall 2nd in 2008), was awarded the overall 3rd place in 2010 for Le Gruyère Premier Cru. This year’s competition was tougher than ever with 2629 cheeses entered into the World Cheese Awards held in Birmingham, England, at the Good Food Show from 24th – 28th November 2010.

Von Mühleneren remains the only Swiss cheese manufacturer to have ever won the World Cheese Awards, and remains the only manufacturer to have ever won this award more than once. Following up again on this year’s successes at Nantwich, Von Mühleneren continues to hold the Best Gruyere AOC award and the Best Continental Cheese awards concurrently at the World Cheese Awards & Nantwich International Cheese Show. Von Mühleneren’s other awards at the World Cheese awards 2010, included 1 Super gold, 3 Gold, 4 Silver and 2 Bronze certificates.

This annual event was held this year in Birmingham, England, on 24th-25th November, with 2629 cheeses taking part from all over the world, judged by over 200 judges from 19 countries.

The Award for the Best Continental Cheese:

The Award for the Best AOC Le Gruyere:

The Award for the Best Unpasteurised Cheese

- - Le Gruyère Premier Cru produced at the Lanthen dairy.

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Super Gold certificates received:

- - Le Gruyère Premier Cru produced at the Lanthen dairy.

Gold certificates received:

- - Le Gruyère Premier Cru produced at the Niedermuhren dairy.
- - Le Gruyère Fribourg Classic produced at the Lanthen dairy
- - Alpine Bell produced at the Struss dairy

Silver certificates received:

- - Le Gruyère Premier Cru produced at the Châtonaye dairy.
- - Le Gruyère Premier Cru produced at the Niedermuhren dairy.
- - Le Gruyère Fribourg Classic produced at the Struss dairy.
- - Emmental Tradition Premier Cru produced at the Mutten dairy

Bronze certificates received:

- - Le Gruyère Premier Cru produced at the Struss dairy.
- - Emmental Tradition produced at the Arni dairy

Von Mühlenen

The Von Mühlenen family has a long established history of fine cheese making, and for 4 generations since 1861 has been committed to the traditional production of raw milk cheeses from Switzerland, and still today only produces cheeses from the original and most traditional region of production which gives their very distinct flavor and quality.

Von Mühlenen exports their specialities all over the world. In UK, Germany and Italy they have their own distribution network and in 20 other countries they work with Importers. Today the business is managed by the 3rd and 4th generations, by Roger von Mühlenen and his son Walo von Mühlenen. A total of 50 dairies produce cheese specialities for von Mühlenen. Beside the well known cheeses Emmentaler Tradition Switzerland AOC and Le Gruyere AOC, von Mühlenen produces and distributes more than 100 different speciality cheeses from Switzerland.

At the beginning of the 19th century, Swiss farmers began moving production down into the valleys, after centuries of summer time cheese making at higher altitudes in quaint alpine settings. The centralised larger production sparked a need for larger cellars, and many new cheese maturing facilities were born.

The Von Mühlenen family created its company and ripening cellars in 1861, and has ever since, been an important player in Swiss cheese making history. Recent years have shown Von Mühlenen's ongoing commitment in this major market, highlighted



by its involvement in the creation of the AOC labels for Le Gruyère Switzerland, and Emmental Switzerland cheeses.

Von Mühlenen has through the decades remained a family operation, with modern facilities centrally located near Fribourg in Düdingen, a region famous for its Le Gruyère Fribourg AOC, Emmental Switzerland AOC and Raclette Fribourg.

Von Mühlenen is the only Swiss cheese manufacturer to have BRC accreditation at dairy level. Von Mühlenen Emmental has recently been the first to adopt the Emmentaler Tradition AOC Trademark, this Emmental only comes from the Valley of the Emme (the original home of Emmental), this trademark has strict rules of manufacture and quality standards.

Pictures www.photopress.ch/image/von+Muehlenen

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