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## FOR IMMEDIATE RELEASE

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### **1<sup>st</sup> Place Awards to Westby Cooperative Creamery at 2015 United States Championship Cheese Contest.**

**April 2, 2015 (Westby, WI):** Westby Cooperative Creamery products have won 1<sup>st</sup> Place Awards at the **2015 United States Championship Cheese Contest**, sponsored by the Wisconsin Cheese Makers Association.

In the product category of Cottage Cheeses, Westby brand 4% Small Curd Cottage Cheese took 1<sup>st</sup> Place with a score of 98.25%, besting other finalist by nearly 1.5 percentage points. In the debut new product category of Yogurts, as a cultured dairy food, Westby brand Low Fat Strawberry Yogurt received the 1<sup>st</sup> place award with a Best-of-Class score of 99.5% in the Cow's-Milk Flavored Yogurt category.

According to John Umhoefer, Executive Director of the Wisconsin Cheese Makers Association; "The United States Championship Cheese Contest is the largest technical evaluation of cheese, butter and yogurt products in the United States; with the first place winner in many product categories determined by just tenths of a percentage point. This contest is rooted in more than 120 years of our association history, beginning with our first cheese judging contest in 1891. In recent years, this event has more than doubled in size, with nearly 2000 entries from 28 states, totaling more than 30,000 pounds of dairy products, in ninety product categories. A panel of expert judges was assembled from across the country for this 2015 national awards competition." For more information, visit [www.uschampioncheese.org](http://www.uschampioncheese.org).

Says Pete Kondrup, General Manager of Westby Cooperative Creamery: "Obviously, we are very pleased and honored by these first-place awards, especially in the new product category of yogurts, which we've been producing since 2007, and is a very large national product category. An industry award in Cottage Cheese is always gratifying. It's been one of our core product capabilities for over 100 years; and, believe it or not, we are the only Cottage Cheese manufacturer in the state of Wisconsin. To compete with other

manufacturers from across the country, and win a national award sponsored by our state Cheese Makers Association makes us even more proud.”

Adds Loren Oldenburg, Westby Cooperative Board President: “Every industry award that we receive is recognition of our product quality; which begins with Grade-A-milk produced by our member dairy farms, to processing at our modern Creamery manufacturing facility by experienced and dedicated employees. We celebrated the 110<sup>th</sup> anniversary year of Westby Cooperative Creamery in 2013, and now we begin 2015 with these 1<sup>st</sup> Place awards. On behalf of our 175 dairy farm families, 130 Creamery employees, and numerous business partners, we are very delighted by this industry recognition. Everyone in our cooperative system contributes, from farm-to-fridge, to these first place awards for Westby Cooperative Creamery. And to everyone, we say thanks.”

Concludes Kondrup; “Our 4% Small Curd Cottage Cheese had also won the Best-of-Class Gold Medal at the 2010 World Championship Cheese Contest. Based on this 2015 first place finish in the United States Championship Cheese Contest, we’re ready for world competition next.

“A reminder, too, that we also won the Grade-A Grand Champion award at the 2014 World Dairy Expo Championship Dairy Products Contest, this past September, in a national competition organized by the Wisconsin Dairy Products Association, for our Cultured French Onion Dip, with a perfect score of 100 points.”

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**photo A**

Photo Caption: Westby Cooperative Creamery won 1<sup>st</sup> Place Awards at the **2015 United States Championship Cheese Contest**, sponsored by the Wisconsin Cheese Makers Association, for their 4% Small Curd Cottage Cheese and Low Fat Strawberry Yogurt. The company had previously won a Best-of-Class Gold Medal award for Cottage Cheese at the 2010 World Championship Cheese Contest. And the Grade-A Grand Champion award, with a perfect score of 100 points, for their Cultured French Onion Dip at the **2014 World Dairy Expo Championship Dairy Products Contest**; a national awards competition organized by the Wisconsin Dairy Products Association.



photo B