



PRESS RELEASE

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WORLD DAIRY EXPO CHAMPIONSHIP DAIRY PRODUCT CONTEST ANNOUNCES GRAND CHAMPION WINNERS

A chocolate mascarpone made by Crave Brothers Farmstead Cheese, Waterloo, WI was selected as the Cheese and Butter Grand Champion, a Regular Cottage Cheese made by Prairie Farms Dairy, Carbondale, IL was selected as the Grade A Grand Champion and vanilla bean ice cream produced by Chocolate Shoppe Ice Cream, Madison, WI was the Ice Cream Grand Champion of the World Dairy Expo (WDE) Championship Dairy Product Contest. This year's contest, sponsored by the Wisconsin Dairy Products Assn. (WDPA), received a near-record number 1,400 entries for cheese, butter, fluid milk, yogurt, cottage cheese, ice cream, sour cream, sherbet, cultured milk, sour cream dips, whipping cream, whey and creative/innovative products from dairy processors throughout North America. "This year's contest was extremely successful, reflecting how much dairy processors have come to embrace this unique and special event," says Brad Legreid, executive director, Wisconsin Dairy Products Association which conducts the annual World Dairy Expo Championship Dairy Product Contest. "As the only all-dairy product contest of its kind in the world, the dairy industry has quickly learned the myriad benefits accrued from participating in the contest. Winning companies parlay their success into unprecedented marketing and retail sales opportunities, while other companies receive valuable insights from the fifty highly-trained sensory experts whom judge their products." Everyone benefits from this contest, including the 1st place winners, all participating companies, food banks and college students pursuing dairy careers. This contest is a complete win-win for everyone in the dairy industry."

Judging was held on August 17-19 at MATC Culinary Arts School in Madison, WI.

On September 28, the contest's auction will be held at World Dairy Expo in Madison, at which time all category 1st place winners will be auctioned off. A portion of the proceeds from the contest auction will be used to fund scholarships awarded annually to deserving students pursuing careers in the dairy industry. For more information on the contest and auction please call 608.836.3336.

An excel spreadsheet announcing the winners of each contest category will follow.