

## NEWS RELEASE

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### U.S. Cheese Varieties Craft Flavorful Innovations for South Korea and Beyond

*From artisan options to consistent foodservice solutions, high-quality U.S. cheeses deliver opportunities*

**Seoul, South Korea — November 8, 2017** — The U.S. dairy industry is committed to serving the expanding global appetite for cheese as evidenced at the [U.S. Dairy Business & Innovation Conference](#) in Seoul, South Korea Nov. 7-8. The United States' strong cheese heritage and creative craftsmen provide innovative offerings to its customers for continued success.

Sessions at the U.S. Dairy Business & Innovation Conference highlighted global supply growth and cheeses' role in creating healthy, attractive products. And since seeing (and tasting) is believing, guests enjoyed a networking reception featuring cheese and beverage pairings. Cheese expert and chef John Esser guided attendees through dozens of delicious U.S. cheese varieties that left attendees with a greater appreciation of the breadth and depth of what the United States has to offer.

Cheese consumption is expanding beyond western cultures to local cuisines around the world. The United States holds the spot as the leading cheesemaking country in the world and is relied on to supply flavorful cheeses year-round. In 2016, U.S. suppliers delivered more than 287,000 metric tons of cheese globally, and continuously work with customers to ensure the cheeses meet their functional, dietary and taste specifications.

"The endless taste possibilities and creamy textures of cheeses are recognized and sought by more global cultures. American cheesemakers are pushing limits to craft bolder flavors that complement local dishes," said Ross Christieson, senior vice president at U.S. Dairy Export Council. "U.S. cheese suppliers and importers provide these high-quality cheeses through top-notch collaboration."

South Korea is a major export market for U.S. cheese (second only to Mexico) with tremendous opportunity for further growth. The United States is poised to fill that need with more than 600 cheese varieties, including traditional European-style cheeses and American Originals. With a variety of cheese flavors and textures at their disposal, foodservice professionals can stay on-trend with advanced menu ideas tailored to suit consumer taste and nutrition demands. U.S. cheeses have proven to be the key ingredient to many successful dishes and possibilities continue to grow.

For more resources on the nutrition, trends and applications with U.S. cheeses, visit the Korean microsite, [www.ThinkUSAdairy.kr](http://www.ThinkUSAdairy.kr) or the full English site [www.ThinkUSAdairy.org](http://www.ThinkUSAdairy.org).



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### **About U.S. Dairy Export Council**

The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization that represents the global interests of U.S. dairy farmers, proprietary processors and cooperatives, ingredient suppliers and export traders. In international markets, USDEC conducts a variety of marketing programs aiming to increase buyers, end-users and consumers' awareness about U.S. dairy products and provides global customers access to a world of unparalleled resources and services from finding a local distributor to providing marketing support to ensure successful market penetration.



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