

NEWS RELEASE

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Award-winning, Novel U.S. Cheeses to be Featured at Food & Hotel Vietnam 2017 Ever-growing variety of U.S. cheeses available for tasting throughout the show

Ho Chi Minh City, Vietnam, April 18, 2017 — Combining tradition with innovation for surprising line-up of varieties, U.S. cheesemakers will be showcased at the 2017 [Food & Hotel Vietnam \(FHV\)](#) show in Ho Chi Minh City, Vietnam, April 25-27. The [U.S. Dairy Export Council® \(USDEC\)](#) alongside dedicated U.S. cheese suppliers will be at Booth AC4-06 during the show, featuring a portfolio of traditional and original cheeses for those interested in adding appeal and uniqueness to their meal options.

The United States is the leading cheese making country in the world and is among the top two largest single country cheese exporters. In total, U.S. suppliers are meeting diverse customer needs and delivered more than 287,000 metric tons of cheese globally in 2016.

“The variety of cheeses that come out of the United States provides chefs and buyers with the options needed to execute on unique, flavorful dishes,” said Angélique Hollister, Vice President of Cheese & Consumer Product Marketing for USDEC. “With continued origination in cheese varieties, and the possibilities this creates for new dishes, U.S. cheese suppliers and importers are ideal collaborators. They can work collaboratively to ensure the right cheese to meet customers’ goals.”

U.S. cheeses, with their high production volumes and a proven heritage, are being used in more international foods and restaurants than ever before. With this brewing success, the U.S. cheese portfolio continues to expand with more than 600 cheese varieties produced every year. Among them are traditional European-style and American Original cheeses, including many artisan and specialty cheeses that meet demands for bolder, more unique flavors and specific dietary needs.

To learn more about the rich heritage of the U.S. cheese industry and meet with the suppliers that deliver surprising new flavors, visit USDEC Booth AC4-06.

Activities at the show and Features at the USDEC Booth (AC4-06):

- U.S. cheese suppliers will be participating alongside USDEC at Booth AC4-06: [Hilmar Cheese Company](#), [Oregon Dairy & Nutrition Council \(featuring Face Rock Creamery, Tillamook, Beehive Cheese and United Dairymen of Arizona\)](#), [Schuman Cheese](#), and [Schreiber Foods](#)
- Delicious U.S. cheese tastings throughout the show include:
 - **Monterey Jack: A True American Original** – Discover the many variations of Monterey jack, a cheese first created in the United States in the 1890’s. Available plain or in many different flavors, Monterey jack has a delicate, buttery and slightly tart taste that makes the cheese



enjoyable on its own or the perfect ingredient for your favorite dish.

(Cheeses include: Monterey jack, garlic jack, pepper jack, dry jack)

- **Award-winning U.S. Specialty Cheeses** – U.S. cheesemakers are consistently winning top honors in globally recognized cheese competitions. In 2016, the United States won 92 medals at the World Cheese Awards and 247 at the World Championship Cheese Contest. Visit our booth and treat your taste buds to these award-winning cheeses from some of the premier specialty cheesemakers in the United States.
(Cheeses include: Brie, Clothbound Cheddar, Parmesan, Gorgonzola)
- **Old World Styles from the New World** – The United States produces many European-style cheeses, a tradition that goes back centuries to when European immigrants settled in America. Today, U.S. cheesemakers are proudly competing alongside their European counterparts. Stop by to try some traditional cheese varieties, like brie, cheddar and parmesan made in the United States.
(Cheeses include: Mezzo Secco, Merlot BellaVitano, Landaff, Asiago Fresco)
- **Ho Chi Minh City, April 26, 2017 from 18:30 – 20:30** — A cheese reception will be held at the InterContinental Saigon Hotel showcasing specialty cheeses from across the United States and pairing them with wine and beer. Other U.S. foods and beverages will be also showcased at this reception. Space for this event is limited, so please contact trann@prcon.com if interested.
- Bon Appetit Company will be showcasing pizza made with U.S. cheese at Booth AC-4-06 during lunch time from 11:00 till 13:00 every trade show day.

For more resources on the nutrition, trends and applications with U.S. cheeses, visit www.ThinkUSAdairy.org.

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.