

## NEWS RELEASE

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### **Variety and Versatility of U.S. Cheese on Display at Food&HotelHanoi**

*North Vietnamese food and beverage manufacturers to experience benefits of U.S. cheese*

**Hanoi, Vietnam**, November 28, 2018 – For the first time, the U.S. Dairy Export Council (USDEC) will be participating in Food&HotelHanoi (FHH) to demonstrate how the U.S. lineup of sustainably produced cheese fits the taste preferences and nutritional requirements of the region. The event runs November 28–30.

Consumers have grown more knowledgeable about dairy's role in health and nutrition, in part from government initiatives such as Vietnam's National Nutrition Program. The Association of Southeast Asian Nations is the second largest U.S. dairy export market, buying \$690 million worth of U.S. products in 2017.

"With the capacity to provide an increasing supply and a vast array of products, the U.S. dairy industry is in a unique position to meet continuing demand from customers in Vietnam and around the world," said Vikki Nicholson-West, senior vice president, business unit director, Southeast Asia, USDEC. "We look forward to exhibiting in Vietnam's northern region and building new business relationships."

U.S. cheesemakers produce more than 600 cheese types ranging from soft, fresh options to hard, aged varieties. This virtually endless variety provides selections that can complement diverse local recipes calling for everything from creamy cheese sauces to bold-flavored cheeses that can be included in more elegant and complex dishes. As a result, chefs and formulators worldwide are including U.S. cheeses in their cooking and product development to creatively meet diverse consumer tastes and trends.

To experience the variety and versatility of U.S. cheese firsthand, visit the USDEC stand (#H3-01). Participating together in the U.S. Dairy Pavilion are suppliers of U.S. cheeses and other dairy products: Agropur, Dairy Farmers of America, Hoogwegt U.S. and Scott Brothers Dairy. Representatives will be available to answer questions, share more about the broad portfolio of U.S. cheese and explore applications that utilize U.S. cheeses in new and unique dishes to elevate taste, texture and consumer appeal.

Renowned chef Jack Lee will be conducting cooking demonstrations Wednesday, November 28 from 9:30–11:30 a.m. A former private caterer for Hollywood celebrities in the United States, he's now sharing his talent with the young culinary field back home, most recently as a guest judge on MasterChef Vietnam. Well-known for his fusion cuisine, Chef Lee will be showcasing how he uses U.S. cheese in a variety of delectable dishes.

"The large number of cheeses produced in the United States provides the versatility I need in both meal preparation and presentation," said Chef Lee. "These cheeses can differ in appearance, flavor, aroma and texture, which I can combine to create unique offerings that can be enjoyed alone or excel as ingredients in haute cuisine."

USDEC will also be sampling various U.S. cheeses at the booth throughout the show including:

- **Monterey Jack: A True American Original** – Discover the many variations of monterey jack, a cheese first created in the United States in the 1890s. Available plain or in many different flavors like pepper jack, monterey jack has a delicate, buttery and slightly tart taste that makes the cheese enjoyable on its own or the perfect ingredient in a favorite dish.
- **Award-Winning U.S. Specialty Cheeses** – U.S. cheesemakers are consistently winning top honors in globally recognized cheese competitions. In 2018, the United States won 89 medals at the World Cheese Awards and 266 at the World Championship Cheese Contest. Treat your taste buds to these awarding-winning cheeses from some of the premiere specialty cheesemakers in the United States.
- **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 standing alongside their European counterparts. Try some traditional cheese varieties, like brie, cheddar and parmesan, made in the United States.

Additional booths at FHH featuring U.S. cheeses include:

- California Milk Advisory Board: Stand # J3-01

For more information on nutrition, trends and applications with U.S. cheeses and to access a directory of U.S. dairy suppliers, visit our website [ThinkUSAdairy.org](http://ThinkUSAdairy.org) (English) or [ThinkUSAdairy.vn](http://ThinkUSAdairy.vn) (Vietnamese).

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

The U.S. Dairy Export Council® (USDEC) is a nonprofit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. USDEC aims to enhance U.S. global competitiveness through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. As the world's largest producer of cow's milk, the U.S. dairy industry offers a sustainably produced, world-class and ever-expanding portfolio of cheese varieties as well as nutritional and functional dairy ingredients (e.g., skim milk powder, lactose, whey proteins). USDEC, together with its network of overseas representatives in Southeast Asia and around the world, also works directly with global buyers and end-users to accelerate customer purchasing and innovation success with quality U.S. dairy products and ingredients.