



**FOR IMMEDIATE RELEASE**

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## **Emmi Roth Announces New Products from Athenos, Roth® Cheese and Emmi USA**

### **Emmi Roth to Exhibit at The National Restaurant Association Show, May 20-23, 2023**

**Fitchburg, Wisconsin, USA** [May 12, 2023] – Emmi Roth, an industry leader in providing the nation’s top specialty cheeses, will showcase its new products from Athenos, Roth® Cheese and Emmi USA at The National Restaurant Association Show. As an exhibitor at the Show, an event bringing together more than 51,000 foodservice professionals from 112 different countries and representing over 900 product categories, Emmi Roth will be able to connect with the industry and share leading-edge trends, solutions and knowledge for the year ahead in Chicago, Illinois.

“Whether it is with new flavors or custom shred blends, Emmi Roth is committed to developing solutions for our customers,” said Kerry Olson, Vice President of Foodservice Sales, Emmi Roth. “We’re excited to talk to attendees about our new conversion facility, which will have expanded capabilities to better serve our customers.”

#### **New custom cheese capabilities, new flavors and new brand**

- Emmi Roth’s new headquarters and cheese conversion facility in Stoughton, Wisconsin, is set to open later this year. The new facility will help Emmi Roth offer its customers enhanced capabilities to provide a variety of formats, including meal kit sizes and custom shred blends using Roth Grand Cru®, Gouda, Fontina and Havarti.
- Our Roth Cellars Kit includes everything restaurants need to make an artisan cheeseboard.
- Roth Cheese has added two exciting flavors—Tomato Basil and French Onion—to its popular Havarti lineup.
- Emmi Roth acquired Athenos in 2021. Since then, our Foodservice sales team has been able to offer America’s number one feta brand to its customers. We’ve also launched a new, cleaner label recipe for Athenos Hummus and added several on-trend flavors, including Supremely Spicy, Zesty Lemon and Chocolate.

“The Show is the perfect opportunity to reach new buyers, build stronger relationships and strengthen our brand, which is why we’re showcasing new products from Athenos,

Roth® Cheese and Emmi USA,” said Olson. “We’re thrilled to be able to share our products with thousands of foodservice professionals from around the globe and look forward to connecting with new and existing customers at the must-attend event for the industry.”

“We’re pleased to welcome Emmi Roth as exhibitor at the 2023 Show,” said Tom Cindric, President of Winsight Exhibitions. “The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We’re thrilled to bring together start-ups, niche brands and the biggest names in the industry to help foodservice professionals solve for today’s biggest challenges including workforce shortages, labor costs and overall operational efficiency.”

As the global restaurant and hospitality industry’s premier trade show, the National Restaurant Association Show is the place to explore everything that’s happening in the hospitality industry, from the latest food and beverage trends to emerging technology. It’s all here! For more information, visit [nationalrestaurantshow.com](http://nationalrestaurantshow.com).

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### **About Emmi Roth**

Emmi Roth is an industry leader in providing the nation’s top specialty cheeses. From making some of the most awarded cheeses in the U.S. to importing Switzerland’s most beloved cheeses, we work every day to create the world’s best. Emmi Roth has operations at five locations across Wisconsin and represents the top cheese brands in the U.S., including Athenos, Roth® Cheese, Emmi USA, and more. Visit [emmiroth.com](http://emmiroth.com) to learn more, or find Emmi Roth on [Facebook](#) and [LinkedIn](#).

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.

### **About Winsight LLC**

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshows, including the National Restaurant Association Show.