

**PRÉSIDENT® BRAND INTRODUCES NEW PRODUCT, PRÉSIDENT® GOURMET PAIRINGS™, AND SAMPLES MORE INNOVATIONS AT WINTER FANCY FOOD SHOW 2019**

*The featured products demonstrate Président® brand’s continued commitment to offering products that make entertaining at home easier for consumers*

(SAN FRANCISCO, CA; January 13, 2019)— [Président® brand](http://www.presidentcheese.com/) (Booth #2251) introduces **Gourmet Pairings™** – a smooth and creamy spreadable cheese with perfectly paired, gourmet toppings – as well as samples of Président® **Feta** **Marinated Cubes,** Président® **Goat Feta**, Président® **Fresh Goat Cheese with Herbs**, and Président® **Le Bleu**. Below, discover how the exceptional taste, ease of use, and trusted expertise of these products can enhance home entertaining:

**PRÉSIDENT® GOURMET PAIRINGS™**

The innovative product combines specialty cheese with desirable toppings, making the art of pairing more convenient for those entertaining at home or simply looking for an accessible, yet indulgent snack. The three debut flavors are Feta with Roasted Red Pepper, Blue Cheese with Caramelized Onions, and Aged White Cheddar with Apple Chutney, all of which are perfect for both spreading and dipping. Senior Marketing Manager Faith Rutzen says, “Président brand is thrilled to offer a no-fuss option for stress-free entertaining with chef-inspired, paired toppings that are guaranteed to impress party guests.”

* **Feta & Roasted Red Pepper**: A roasted, savory pairing with a touch of tang and hint of salt
* **Blue Cheese & Caramelized Onions**: An upscale pairing with pungent blue soothed by sweet caramelization
* **Aged White Cheddar & Apple Chutney:** A classic sweet and savory pairing that is both crisp and creamy

**PRÉSIDENT® FETA MARINATED CUBES**

Launched during the 2018 holiday season, Président Feta Marinated Cubes are pre-diced, sheep milk French feta cubes marinated in the perfect amount of oil combined with flavorful spices. The three debut flavors – Olive Oil, Herbes de Provence, and Pepper Medley – make home entertaining and recipe creation easier with an added touch of flavor that will impress guests.

**PRÉSIDENT® GOAT FETA**

A traditional goat milk feta, Président Goat Feta offers a slight tang and its artisanal basket shape makes it great for entertaining.

**PRÉSIDENT® FRESH GOAT CHEESE WITH HERBS**

A rindless, smooth cheese, Président Fresh Goat Cheese is crafted in Poitou-Charentes – a region of France famous for goat cheese production. The newest addition, Président Fresh Goat Cheese with Herbs has the light texture and delicious, tangy, mild flavor of goat cheese with a hint of parsley and other fresh herbs.

**PRÉSIDENT® LE BLUE**

This delicious and mild blue-veined cheese is crafted from pasteurized cow milk in the mountainous Auvergne region of France. It has a soft texture with mellow mouth feel.

Président® is a leading brand of the Lactalis Group, a company founded in France in 1933, and today the global leader in dairy. Lactalis Group brings over 80 years of French artisanship and tradition to the dairy industry. Président® is a leading cheese brand in Europe with a wide range of specialty and PDO (Protected Denomination of Origin) cheeses, and has won more than 80 medals over the past nine years, distinguishing itself in every contest from 2009 to 2018. For more information, including a full product list, visit [www.presidentcheese.com](http://www.presidentcheese.com).

### FOR MORE INFORMATION, PLEASE CONTACT

### KERRYN MCDONOUGH OR ASHLEY MILLER AT WAGSTAFF WORLDWIDE

### [kerryn@wagstaffworldwide.com](mailto:kerryn@wagstaffworldwide.com) | [amiller@wagstaffworldwide.com](mailto:amiller@wagstaffworldwide.com)

### 212.227.7575

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