

FOR IMMEDIATE RELEASE
July 20, 2023

Contact: Ann Schulz
Board Coordinator
Wisconsin State Fair Dairy Promotion Board
executivedirector@wsfdairypromo.org; 920-627-0173



BLUE-RIBBON CHEESES TO BE FEATURED AT REAL WISCONSIN CHEESE GRILL DURING 2023 WISCONSIN STATE FAIR

[WEST ALLIS, Wis.] – The Wisconsin State Fair Dairy Promotion Board is pleased to announce that two Blue-Ribbon Cheese Special of the Day Sandwiches will be featured at the Real Wisconsin Cheese Grill during the 2023 Wisconsin State Fair. This is the first year that blue-ribbon winning cheese from the Dairy Products Contest will be sold as grilled cheese sandwiches during the Wisconsin State Fair, August 3 through 13.

Prairie Farms Dairy DBA Shullsburg Creamery Maple Bacon Cheddar was the best flavored hard cheese at the 2022 Wisconsin State Fair Dairy Products Contest. This cheese will be the Blue-Ribbon Cheese Special of the Day Sandwich on Tuesday, August 8, while supplies last.

"It all starts with the Prairie Farms patrons and the outstanding job they do to provide the highest quality milk! The ability to provide a comfortable environment for their cows and the proper care and feeding regimen is essential," says Robert Frie, General Manager of Prairie Farms Dairy DBA Shullsburg Creamery. "Prairie Farms Dairy patrons are the best in the business! Our team members at the Creamery take special care in converting that milk into some of the finest cheeses around. That special attention from our farms to your table is what you're tasting."

Buholzer Brothers Gouda was the best gouda and edam cheese at the 2022 Wisconsin State Fair Dairy Products Contest. This cheese will be the Blue-Ribbon Cheese Special of the Day Sandwich on Thursday, August 10, while supplies last.

"We have been making Gouda cheese for only a couple of years and it has become one of my favorite cheeses," said Ron Buholzer, President and Master Cheesemaker at Klondike Cheese Co. "We are very excited for consumers to try our award-winning Gouda in the grilled cheese sandwiches and hope it becomes one of their favorite cheeses too."

The Real Wisconsin Cheese Grill is located in the Wisconsin Products Pavilion and is open from 10 am to 10 pm during the fair. Proceeds from

the grill are reinvested into dairy education and promotion at the fair and help support scholarships for youth pursuing careers in the dairy industry.

“We are very excited to bring award-winning cheese from the Wisconsin State Fair Dairy Products Contest to the Real Wisconsin Cheese Grill,” said Nicole Barlass, president of the Wisconsin State Fair Dairy Promotion Board. “The winning cheese from the contest is on display in the Wisconsin Products Pavilion during the fair, but having a contest-winner served in a grilled cheese sandwich will be the first time fairgoers can consume blue-ribbon cheeses during their visit to the fair. We hope it encourages fairgoers to look for other award-winning Wisconsin cheeses, and dairy products, at their local grocery store.”

A complete list of winning cheese and dairy products from the 2023 Dairy Products Contest can be found on the Wisconsin State Fair website at wistatefair.com/competitions/competitive-exhibits-specialty-contests-judging-results/

The Wisconsin State Fair Dairy Promotion Board is made up of individuals passionate about promoting Wisconsin's \$45.6 billion dairy industry during the Wisconsin State Fair. Providing educational opportunities for attendees with its interactive Dairy Lane exhibit and cow and goat milking demonstrations while also managing the Real Wisconsin Cheese Grill, Dairyland Shake Shop and Blue Ribbon Dairy Products Auction, the board helps fund scholarships for students pursuing careers in the dairy industry, and offers volunteer opportunities for dairy youth to get involved. For more information, email executivedirector@wsfdairypromo.org; visit wsfdairypromo.org or follow Wisconsin State Fair Dairy Promotion Board on Facebook and Instagram.

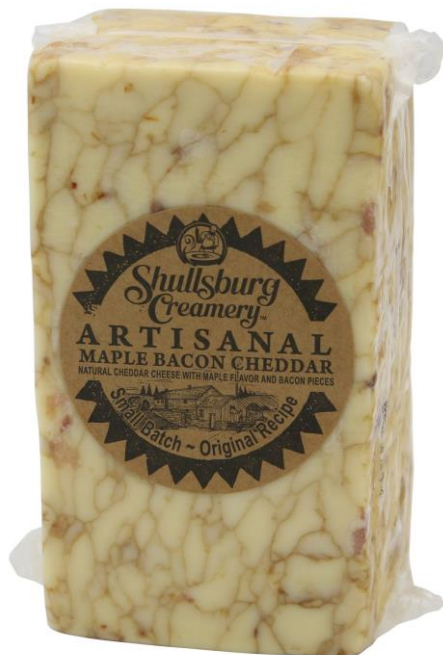
Photos:



Buholzer Brothers Gouda:

<https://drive.google.com/file/d/18DDMKL0O07BfMU990X0x9Wd3MVGGuval/view?usp=sharing>

Cut line: Buholzer Brothers Gouda will be the Blue-Ribbon Cheese Special of the Day Sandwich at the Real Wisconsin Cheese Grill on Thursday, August 10 during the Wisconsin State Fair.



Prairie Farms Dairy DBA Shullsburg Creamery Maple Bacon Cheddar:
<https://drive.google.com/file/d/1beWzWFTFLzUMmYxnIAc7SeSwybyM8Ajl/view?usp=sharing>

Cut line: Prairie Farms Dairy DBA Shullsburg Creamery Maple Bacon Cheddar will be the Blue-Ribbon Cheese Special of the Day Sandwich at the Real Wisconsin Cheese Grill on Tuesday, August 8 during the Wisconsin State Fair.

###