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Emmi Serves 2,800 Pounds of Fondue at the World Financial Center

New York, NY – Over 2,800 pounds of Emmi’s classic fondue recipe will be simmering and ready to be served to the general public when Emmi, the leading Swiss company for cheese and dairy products, melts over 1,500 pounds of Le Gruyère AOC cheese with other traditional Swiss ingredients in a single pot in an effort to create the world’s biggest fondue outside of Switzerland. The event, part of the company’s celebration of Swiss culture, will take place Wednesday, October 3rd from noon through 3:00 pm at the Winter Garden Atrium of the World Financial Center.

“Swiss culture is a unique experience and what better place to offer a sample of it than in New York,” said Daniel Schnyder of Emmi (USA). “We want to have fun with our product and thought New Yorkers would appreciate the biggest and the best our culture has to offer.”

Among the New Yorkers sure to appreciate Emmi’s big idea are the thousands of hungry relying on City Harvest, the world’s first and New York’s only food rescue organization, to which Emmi will donate the fondue. Servings of the world’s largest fondue will be collected by City Harvest and distributed to emergency food programs across the five boroughs. “We love being able to bring agencies this kind of unique donation because it allows them to get creative and make soups and sauces; it’s a real treat for the people they serve,” said David Grossnickle, City Harvest’s Associate Director of Food Development.

Switzerland holds the Guinness World Record for the largest fondue, having created it in Neuchâtel, Switzerland on March 1, 1998 using 1,610 lbs of cheese and 1,140 lbs. of wine.

Fondue had its beginning in the French part of Switzerland, and consists of at least two varieties of cheeses, most commonly Gruyère and Emmentaler, that are melted with wine and a bit of flour and served in a pot called a "caquelon". Fondue dates back to the 18th

century when both cheese and wine were important industries in Switzerland and were two ingredients found in most kitchens.

Gruyère is a hard yellow cheese made from cow's milk, named after the town of Gruyères in Switzerland. Gruyère is generally known as one of the finest cheeses for baking, having a distinctive but not overpowering taste.

Other examples of Swiss culture will also be showcased during the October 3rd event, and include a yodeling contest and a traditional serenade of Alphorns, the national instrument of Switzerland. The yodeling contest is also open to the general public, with no purchase necessary, and the winner will receive a grand prize of an 8-day trip to Switzerland for two.

Yodeling, which started as a method of communication between mountain peaks in the Alps, later became the traditional music of the region.

The Alphorn, which will be played throughout the event, dates back nearly 2,000 years ago when Celtic tribes used them on the northern slopes of the Swiss Alps.

Additional information about the event can be found on Emmi USA's website: www.emmiusa.com.

Recipes for traditional Swiss fondue and other Swiss cheese delicacies can also be found on the company's website.

About Emmi

Emmi is the leading Swiss company for cheese and fresh products. Innovations, gains in market share and acquisitions have contributed to several years of sustained growth both in Switzerland and in international markets. In 2006, Emmi posted net sales (operating income) of CHF 2,335 million (1,915 million USD) and employed a total of 3,300 people (full-time equivalents) in Switzerland, Europe and North America.