



**Dairy Products, Inc.**

**FOR IMMEDIATE RELEASE**

Media Contact: Christine Lindner  
Flavorful Insight, 920.296.9772  
[clindner@flavorfulinsight.com](mailto:clindner@flavorfulinsight.com)

Photos available upon request.

**Wüthrich 83% European Style Butter Wins First Place in American Cheese Society Competition**

*Greenwood, Wisconsin, August 15, 2013*—Chefs and butter-loving home cooks already know that Wüthrich 83% European Style Butter from Grassland offers superior flavor, performance, quality and versatility in the kitchen. Now, the word is spreading: Wüthrich 83% European Style Butter has been awarded First Place in the Unsalted Butter Made From Cow's Milk category at the 2013 American Cheese Society Judging and Competition. This year's awards, held on August 2 in Madison, WI, mark the 30th Anniversary of the competition. The event was the largest competition in the history of the American Cheese Society, founded in 1983 to support American artisan and specialty cheeses. More than 1,794 different cheese and butter products from 257 companies competed for honors this year.

Wüthrich (pronounced we-trek) 83% European Style Butter provides unparalleled flavor and cooking performance. Its lower water content makes it an ideal ingredient because you can use nearly 25 percent less butter in recipes and achieve the same premium results. To discover its quality for yourself, try one of the chef-created recipes offered by Grassland. Ideas featuring Wüthrich 83% European Style Butter range from the luxurious Sugar Cookie Milk Shake and Milk Chocolate Truffles from Umami Moto restaurant in Milwaukee to savory Butter Chicken from Jasper's Ristorante in Kansas City, MO.

Wüthrich 83% European Style Butter is one of the high-quality butter products from Grassland that collectively have been recognized with more than two dozen awards at state, national and world competitions. For recipes featuring Wüthrich 83% European Style Butter, visit the website at

[www.grassland.com](http://www.grassland.com), or call 1-800-4BUTTER. The website also provides product information about Grassland's line of cooking, baking and confectionary butter for foodservice and retail.

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**About Grassland:** *Founded in 1904, the Wuethrich family has spent more than a century crafting its award-winning butter. As the world's largest family-owned butter creamery located in Greenwood, the heart of central Wisconsin, Grassland knows butter. As a leader in innovation with uncompromising quality, Grassland offers a medley of fine butter products specially developed and packed for retail, foodservice and industrial dairy customers. Grassland's enticing menu of award-winning butter products for dining, cooking, baking and confectionery creations delivers unmatched quality and pure flavor every time.*

