



FOR IMMEDIATE RELEASE

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### AMERICAN CHEESE SOCIETY LAUNCHES *AMERICAN CHEESE MONTH* THIS OCTOBER



Denver, CO (September 15, 2011) — The American Cheese Society (ACS) has announced the launch of American Cheese Month, an annual celebration of America's diverse artisan, farmstead, and specialty cheeses, and the farmers, cheesemakers, distributors, retailers, cheesemongers, chefs, and educators who bring them to the table.

American Cheese Month will be held annually each October, with special events and promotions in cities across the country. The goal of the month-long celebration is to raise awareness of the quality and diversity of American cheeses, as well as to increase support for family farms, traditional cheese production methods, and sustainable production models. Revenue from select American Cheese Month events will support the [American Cheese Education Foundation](#).

Christine Hyatt, president of the American Cheese Society, said "Launching this first-ever celebration of American cheese is very exciting. Many people still think of American cheese as 'sliced singles' and yet it's so much more than that. It's simply astounding how much great cheese is made here!"

ACS will kick off American Cheese Month in its home base of Denver, Colorado, at the Brewers Association's 30<sup>th</sup> Annual Great American Beer Festival. A selection of cheese produced by ACS members will be paired with American craft beers for 50,000 consumers to enjoy. Colorado Governor John Hickenlooper has added support in the state by [issuing an official proclamation](#) declaring October to be American Cheese Month.

Individuals and organizations with a love for cheese are encouraged to participate in American Cheese Month. A website and events calendar dedicated to American Cheese Month offers ideas for cheesemakers, retailers and cheesemongers, distributors, chefs and restaurateurs, regional cheese guilds, cheese enthusiasts, media, and producers of specialty foods to get involved: <http://www.americancheesemonth.org/>. Cheese lovers can also network on the American Cheese Month [Facebook page](#) and on Twitter (#AmCheeseMonth, @CheeseSociety).

Said Hyatt, "The growing list of festivals, tastings, and cheese-happenings that will take place this October represent the ingenuity and passion of the cheese community. It's about connecting people with their local and regional producers. Once people discover our incredible American-made cheeses, I know that American producers will win over many new fans."

If you would like to hold an American Cheese Month event, or if you are interested in learning more about partnership opportunities, contact the ACS office: 720-328-2788 or [info@cheesesociety.org](mailto:info@cheesesociety.org).

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### **About the American Cheese Society**

The American Cheese Society (ACS) is the leading organization supporting the understanding, appreciation, and promotion of farmstead, artisan and specialty cheeses produced in the Americas. At 1,500 members strong, ACS provides advocacy, education, business development, and networking opportunities for cheesemakers, retailers, enthusiasts, and extended industry. ACS strives to continually raise the quality and availability of cheese in the Americas.

Since its founding in 1983, ACS proudly hosts the foremost annual educational conference and world-renowned cheese judging and competition, which culminates in the "Festival of Cheese," a public event regularly featuring over 1,600 competition entries from throughout the Americas. For more information, visit <http://www.cheesesociety.org/>.

### **About the American Cheese Education Foundation**

The American Cheese Education (ACE) Foundation, the American Cheese Society's sister organization, is a 501(c)(3) non-profit organization created to educate people about the art and science of artisanal and specialty cheese. The ACE Foundation is eligible for foundation and federal grants, and may receive tax-deductible donations from individuals or businesses in support of existing and new educational efforts. The ACE Foundation funds cheesemaker scholarships to the ACS Conference and supports other educational activities of ACS that are designed for members of the cheese community.

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