



Switzerland.



Switzerland.

Swiss Talk with Appenzeller Cheese.



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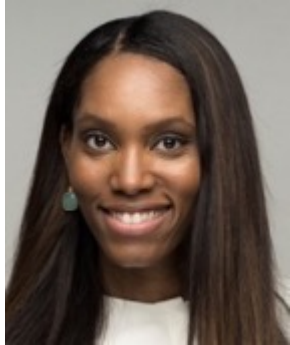
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- You can use the **Q&A** box during the whole webinar to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- The whole presentation will be available on our media corner:
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- If you have any other questions or comments, do not hesitate to contact us through the following e-mail: media.northamerica@switzerland.com

Our Media Team North America.



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Divine Bonga
Head of Media & Communications
North America and Tristate
New York



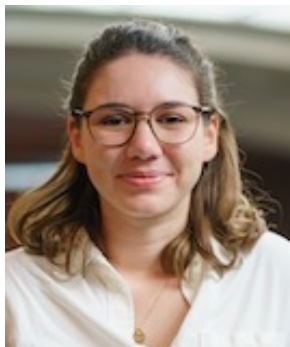
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Toronto



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Social Media Manager North America
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Switzerland.

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Weekly direct flights from North America to Switzerland operated by **SWISS** and **Edelweiss**.

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- San Francisco, Montreal 6x/weekly
- **NEW:** Toronto 5x/weekly (seasonal, from May 10th, '24)

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- Tampa 4x/weekly Summer 2024
- Las Vegas 3x/weekly Summer 2024
- Vancouver 7x/weekly Summer 2024
- Denver 3x/weekly Summer 2024
- Calgary 3x/weekly Summer 2024



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Appenzeller[®]

S W I T Z E R L A N D



An introduction to Appenzeller[®] cheese

Sortenorganisation

Appenzeller Käse GmbH



Sortenorganisation
Appenzeller Käse GmbH
Reto Steiger
Head of Marketing & Market Development
Poststrasse 12
Switzerland - 9050 Appenzell
r.steiger@appenzeller.ch
+41 78 606 20 70
www.appenzeller.ch

Natural ingredients from the Appenzellerland, a traditional craftsmanship, the mysterious herbal brine and a rigorous quality control – this is the recipe for Appenzeller® cheese.





100% natural ingredients

Brown Swiss cows are the architects of our tasty alpine specialty: Exclusively fed with fresh grass, wildflowers, herbs and hay, they produce the key ingredient for our cheese.

Appenzeller[®] cheese is made with freshly milked, guaranteed silage-free cow's milk and is thus 100% natural. It is guaranteed to be free of preservatives, flavour and colour enhancers and contains no lactose nor gluten. It is non-GMO.

Good milk only comes from healthy, happy cows – that is why the welfare of our cows is very important to us!

Some key facts:

- Our dairy farmers have on average 30 cows.
- The cows all have names - they are part of the family, so to speak. There is a yearly ranking of the most popular cow names in Switzerland. The most popular cow names in Switzerland in 2023 are: 1) Bella 2) Fiona 3) Bianca.
- All farmers who supply milk for Appenzeller[®] cheese must participate in the federal RAUS-program (OUT-program): According to these regulations, from May 1 to October 31, cows must be allowed to graze for at least 26 days per month. In the colder season - i.e. from November 1 to April 30 - cows must be allowed to graze for at least 13 days per month.



A traditional craftsmanship



740 years of experience



Production area in north-eastern Switzerland.

Appenzeller® cheese is made in traditional fashion in 40 village cheese dairies within the strictly limited production area between Alpstein, Säntis, and Lake Constance. This specialty has been around for over 700 years. The monks at the Abbey of St. Gallen were already enjoying the cheese, which they received from the farmers of the Appenzell region as a tithe, during the Middle ages. The first reference of the cheese comes from this period, more exactly from the year 1282.

The mysterious
herbal brine –
the recipe
remains a secret

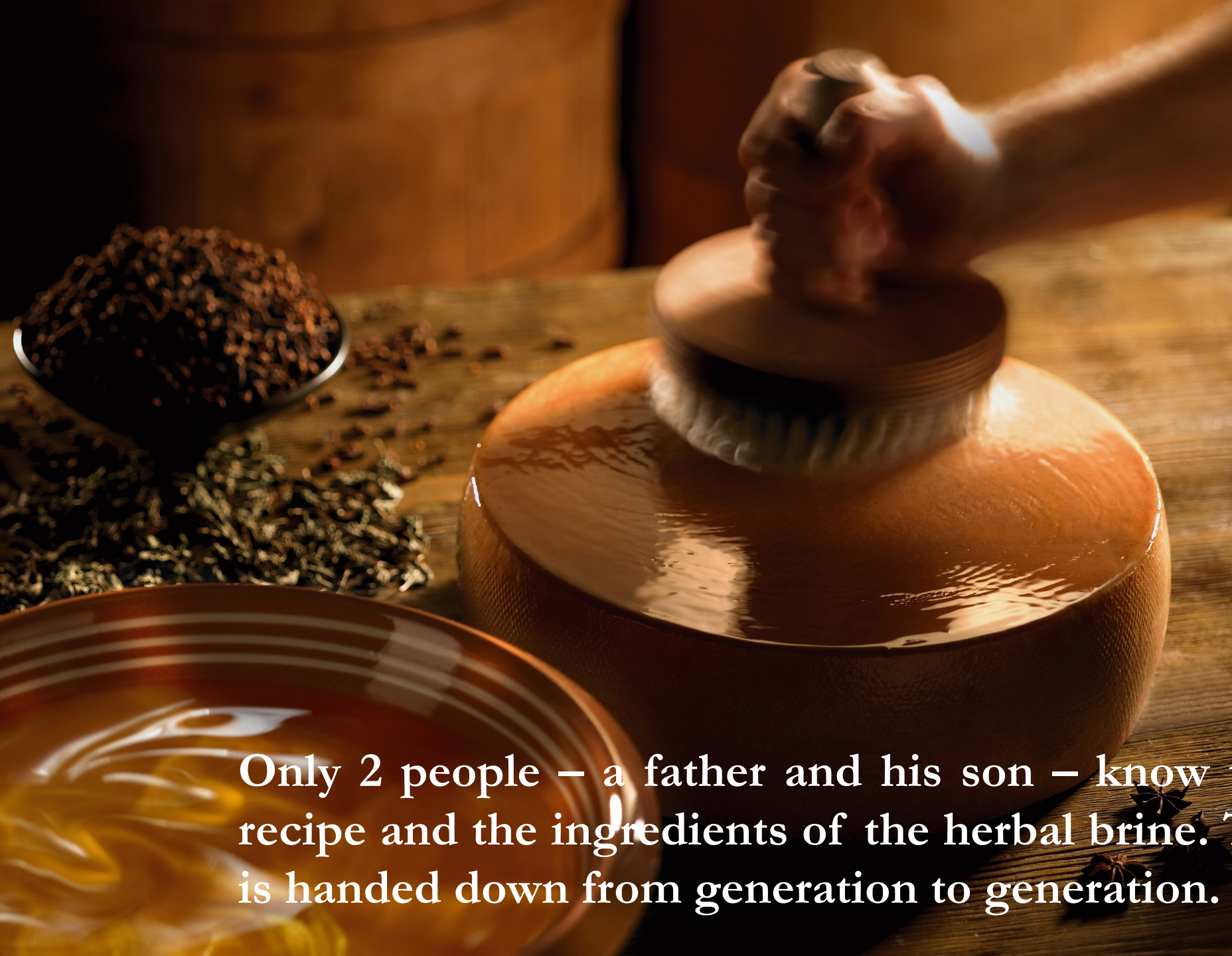


The secret herbal brine – the reason why Appenzeller® is so uniquely tasty

The secret of the herbal brine remains as cherished today as it was hundreds of years ago. It's a closely guarded secret.

The brine contains a combination of many different herbs, roots, leaves, petals, seeds and rinds and it is said that right proportion of these ingredients make up the secret recipe. The brine is made from this herb mixture and the yeast from the local wines.

The liquid brine is then frequently rubbed on the surface of the cheese along the rind during the aging process, which eventually permeates throughout the cheese. As the cheese ages, the aromas and flavours from the herbal rub become more enhanced, lending to the tasty overtone.



Only 2 people – a father and his son – know the precise recipe and the ingredients of the herbal brine. This recipe is handed down from generation to generation.



A cheese maker in a white uniform and cap, working with large wheels of cheese on wooden shelves in a cheese cellar. The cheese maker is wearing a white t-shirt with the 'Appenzeller' logo on the sleeve and a white cap. He is using a small wooden stick to touch the surface of a large wheel of cheese. The background shows rows of similar cheese wheels on wooden shelves, creating a sense of a large cheese cellar.

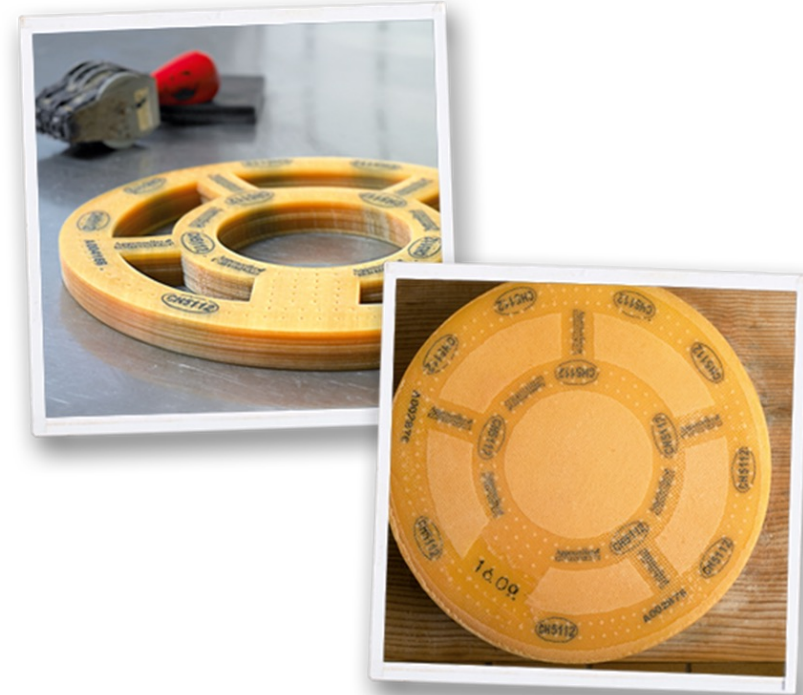
A rigorous quality control

Our quality management assures the high quality of Appenzeller® cheese with regular controls along the production process and throughout the aging process. Only the best quality makes its way to the cheese counter.

Is it the real deal?

The cheese pass

The casein mark or cheese pass guarantees the first-class quality of each individual cheese. It contains the cheese dairy number, guarantee of origin (Appenzeller[®] logo), production date and cheese number and enables each piece of Appenzeller[®] cheese with rind to be checked for its authenticity.



Proof of origin

In the same way as a DNA test, the authenticity of even tiny pieces of Appenzeller[®] cheese can now be clearly proven with the aid of lactic acid bacteria samples which are added during the production process.

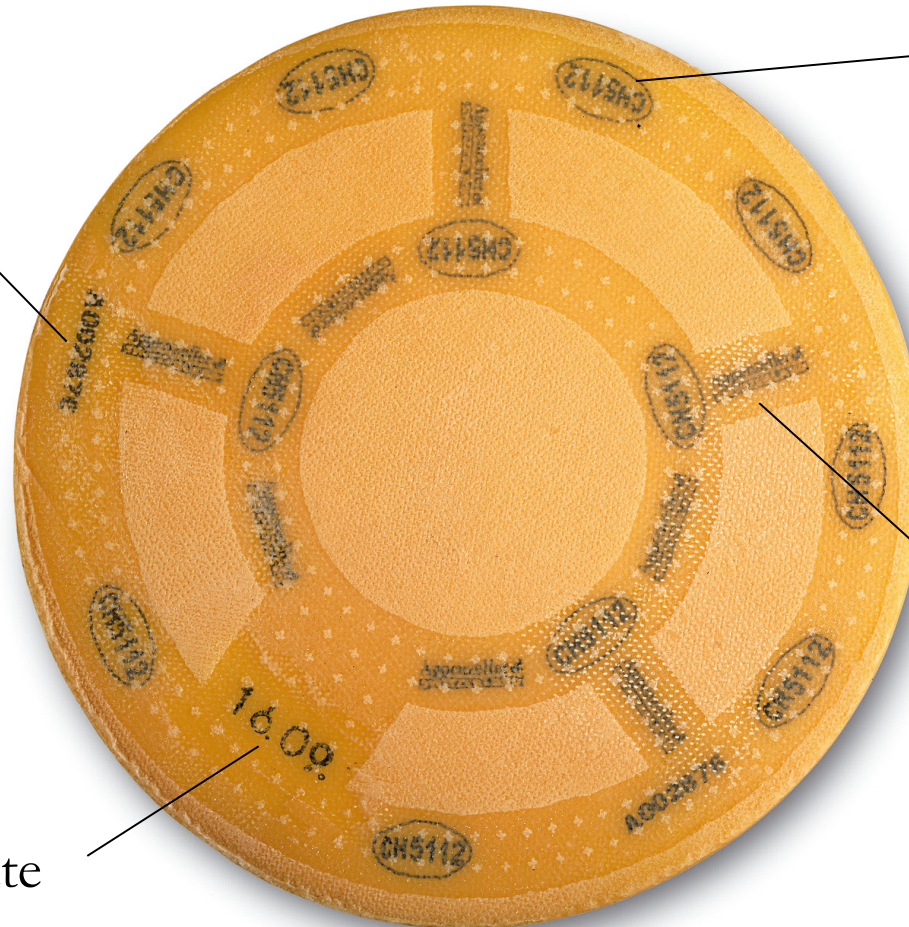


The cheese pass

The cheese pass guarantees quality:

Cheese wheel number

Cheese diary number



Production date

garantuee of origin
(Appenzeller® logo)

A registered trademark since 1998



The logo and word “Appenzeller” for cheese have been registered and protected by law since 1998.

Appenzeller[®] is thus a registered trademark in Switzerland and abroad, giving it a very high level of protection compared to other AOP* cheeses from Switzerland.

* The appellation d'origine protégée (AOP, protected designation of origin) certifies that "everything, from the raw material to the processing and the final product, comes from one clearly defined region of origin".

All for one and one for all
— our consortium



The Organization: A multi-level production chain plus the Appenzeller[®] consortium



The duties of the Appenzeller[®] consortium

Appenzeller[®] cheese is more than just a brand — it is tradition, craft, and origin all-in-one. Founded in 1942, the consortium has ensured that Appenzeller[®] cheese remains a typical cheese delicacy from Eastern Switzerland and is promoted as such.

Its main duties include:

- protecting the brand and the origin
- assuring a rigorous quality control
- taking care of the marketing and communication of the brand including advertising, PR and sales promotion
- planning and regulating production
- setting market-based prices
- representing the Appenzeller[®] cheese industry both politically and in the public eye

The consortium is an NPO (non-profit organization) and therefore does not distribute any profit to its members. The aim is to reinvest the funds received in the market in order to promote sales, improve distribution, assure a high quality and protect the brand and its heritage.

Product overview: An Appenzeller® for every taste



Appenzeller's range at a glance.

Our classic range



Silver Label
aged for 3 months
mild and creamy



Gold Label
aged for 4-5 months
tangy and aromatic



Black Label
aged for 6-8 months
sharp and robust



Purple Label
aged for 9-12 months
complex and lingering

Our specialties



White Label
aged for 3-4 months
rich and creamy

Our organic range



Organic Green Label
aged for 3 months
creamy and zesty



Organic Dark Green Label
aged for 4-5 months
aromatic and full-bodied

The Appenzeller[®] Silver Label



Tasting notes Appenzeller[®] Silver Label



Aged for: 3 months

Cheese color: Ivory to light yellow

Flavour: **Mild and creamy**
Robust, rich and complex, including herbaceous, savory notes of flowers and grasses, black tea and clover

Holes: **A few roughly pea-sized holes,**
evenly distributed

Texture: **Smooth texture**
Leaves a long and memorable finish on the palate.

Food pairing suggestions for Appenzeller[®] Silver Label

- You can eat this cheese any time of the day. It is an essential on every cheese board, combined with **cured meat, spicy salami** and **pickled vegetables**.
- It is a perfect complement **for snacks, sandwiches, grilling**, or as a melting cheese for hearty dishes in the warm kitchen. Try it as a **topping on macaroni** and enjoy this rich, piquant dish topped **with fried onions** and **smoked bacon** dices. Of course, the use of wine in the curing process also makes this cheese particularly **well-suited to wine pairing** and it will add a flavor punch to any cheese fondue. Appenzeller[®] is a perfect indulgence.



The Appenzeller® Black Label



Tasting notes Appenzeller® Black Label



Aged for: 6 months

Cheese color: Ivory to light yellow

Flavour: Sharp and robust

No other Appenzeller® than the Black Label represents better the characteristics of the people of its home region in the Alpstein: it has a robust and hearty character, is sometimes a bit sharp but still very well balanced.

Holes: A few roughly pea-sized holes, evenly distributed

Texture: Less smooth, firm

Food pairing suggestions for Appenzeller® Black Label

- To put the extra punch on the cheese board, Appenzeller® Black Label should not be missing. This cheese has a robust and **hearty character**, is sometimes a bit sharp but still very well balanced.
- It is a perfect complement **for snacks, sandwiches or as a melting cheese** for hearty dishes in the warm kitchen. Try it as a topping on macaroni and enjoy this rich, flavorful dish topped with **fried onions** and **smoked bacon** dices. Of course, the use of wine in the curing process also makes this cheese particularly well-suited to wine pairing and it **will make any cheese fondue extra rich**. Appenzeller® Black Label is a perfect indulgence.



Thank you!





Switzerland.