

PRESS RELEASE

Tuesday 31 October 2012



ALEXANDRINA CHEESE TAKES GOLD FOR AUSTRALIA

Winning a Gold Medal for their Alexandrina Vintage Cheddar, local speciality cheese-makers, Alexandrina Cheese Company are able to wave the Australian flag, for the 4th time.

A huge round of applause and a hearty congratulations to Dan & Krystyna McCaul, Fleurieu Peninsula, South Australia for winning a Gold Medal for their Alexandrina Vintage Cheddar in the recently judged World Jersey Cheese Awards 2012. The prestigious World Jersey Cheese Awards are held bi-annually on the Isle of Jersey, which is the largest of the Channel Islands.

The McCaul Family are delighted to announce receiving a Gold Medal prize from the celebrated competition designed to find the world's best Jersey cheese,

WINNER of Class 6: British style hard cheese – GOLD - Alexandrina Vintage Cheddar (Alexandrina Cheese Company, Australia)

Krystyna McCaul, Director says *"This is the only competition for cheeses made exclusively with Jersey milk, it is the only way of benchmarking ourselves against other jersey cheesemakers' – We are thrilled to receive such a distinctive award."*

Dan McCaul, Director also comments *"We are so pleased with receiving this Gold Medal, it couldn't be achieved without the significant attention to detail, from our team who ensure best practice and quality assurance of each wheel of cheese matured"*

Rebekah McCaul, Marketing Manager says *"Our Jersey cows are the real hero's behind the Gold Medal, if only they knew that their high butterfat and high protein rich, creamy milk was the reason behind all the excitement"*

In 2008 the World Jersey Cattle Bureau launched the world's first produce awards dedicated to a single breed of livestock - The World Jersey Cheese Awards. The concept was simple; demonstrate the quality and diversity of cheeses made from 100% Jersey milk to reinforce in the mind of consumers that when it comes to quality look for 'Jersey' as a mark of the very best.

For all the results go to the World Jersey Cheese Awards website; <http://www.jerseycheese.com/index.php?page=23>

Last year, the Alexandrina Vintage Cheddar was named Supreme Winner in New Zealand Oceanic Jersey Cheese Awards, the local company's 3rd international award in February 2011.

The Gold Medal award will be on display at The Cheesery, Sneyd Road, Mt Jagged as soon as it arrives by post from the Isle of Jersey, until then Alexandrina Vintage Cheddar can be savoured on the Tasting Bench. The Cheesery is open daily Mon – Fri 12-5, Sat & Sun 10-4:30pm, www.alexandrinacheese.com.au

Media Contact: Marketing Manager, Rebekah McCaul T ; +61 8 8554 9666 | E ; info@alexandrinacheese.com.au;
Alexandrina Cheese Company - Handmade cheese from our farm on the Fleurieu Peninsula, South Australia