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Contact: Jean-Marie Sepancy
Jaffe & Partners, 1.212.696.5555
jeanmaries@jaffeandpartners.com

The Cheeses of France Serves Up New Dishes Celebrating “Everyday Perfect” Choices

Nationwide campaign presents French Cheese – American Style.

NEW YORK, NY (May 1, 2010) The Cheeses of France Marketing Council has launched a new, integrated marketing program in the US. The campaign, from new agency of record Jaffe & Partners, positions French cheese as a perfect part of any meal, everyday of the week.

To increase awareness, the effort includes an online video – to be viewed by millions of consumers on hundreds of popular websites including, top news, entertainment, and food sites. To foster involvement with the brand, there is a monthly sweepstakes to win a “Perfect Dinner for Two” at select French restaurants in 14 major markets. To encourage trial, over 600 sampling events will be held throughout the year where recipes will be provided for everyday menu items using The Cheeses of France. E-mail marketing and social networking will foster long-term relationships with target consumers.

“The goal of the ‘Everyday Perfect’ campaign is to break through the barriers to regular consumption of The Cheeses of France”, said JM. Sepancy, Director of Strategic Services at Jaffe. “The advertising and promotion entice consumers to infuse classic American fare with French flair, from topping a burger with Bleu D’Auvergne to filling an omelet with creamy Brie. The new website educates consumers with a practical pronunciation guide, recipes, diet information and much more.” Visit thecheesesoffrance.com to learn more.

About The Cheeses of France Marketing Council: Composed of industry and promotion agency personnel, the Council is led by representatives of the Centre National Interprofessionnel de l’Économie Laitière (CNIEL) and FranceAgriMer – the national establishment for food and fishery products. A key objective of the Council is to create an appealing brand identity for the extensive and distinctive varieties of imported French cheeses that sets them apart as a unique group and strengthens their competitive position in the growing specialty cheese category.

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