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The Cheeses of France present 'healthy' talks at Cheese-a-topia

NEW YORK, NY (July 1, 2010) The Cheeses of France Marketing Council's comprehensive US marketing program continues to be a great success. In just two months, over 11 million Americans have seen the online video advertising; driving tens of thousands to visit their website, enter the Perfect Dinner for Two Sweepstakes and join them on Facebook, Twitter and YouTube. And, the talk isn't only about the ad. Sampling events at major retailers across the country continue to make The Cheeses of France - Everyday Perfect - as thousands of consumers go home with recipes for American fare with French cheese flare.

"We are so pleased that we're capturing the attention of consumers who are learning that French cheese can be enjoyed everyday", said JM. Sepancy of Jaffe & Partners, agency of record in the US. She is also "excited about The Cheeses of France participation in The American Cheese Society's conference this year. For the first time here in the US, we have a forum to address the important health benefits of cheese in our daily diets".

Cheese-a-topia, to be held in Seattle August 25th-28th, provides American cheese makers with educational resources and networking opportunities and, encourages the highest standards of cheese making. At the conference, the Cheeses of France Marketing Council will present "The Health Benefits and the Psychology of Cheese" with distinguished speakers: - Dr. Adam Drewnowski, Ph.D., M.A., a leader in innovative research in the prevention and treatment of obesity, is Director of the Nutritional Sciences Program at University of Washington, Seattle. He will speak on "Nutrient Density of Cheese". - Dr. Johanna Lampe, Ph.D. and member of the Fred Hutchinson Cancer Research Center, is a leader in controlled dietary studies, nutrition interventions and photo-chemicals. Dr. Lampe will discuss "Cheese and Cancer Prevention: What's the Connection?" - Paul Rozin, Professor of Psychology at the University of Pennsylvania will speak on "Health, Pleasure and the Psychology of Cheese: French and American Perspectives". Denise Navarro of The Marketing Council says, "the new and vital information to be shared by these esteemed speakers will not only benefit our industry but, enlighten American consumers and change the very place cheese holds in their minds".



About The Cheeses of France Marketing Council: The council is comprised of all the French milk farmers, dairy cooperatives and the dairy industry; led by representatives of the Centre National Interprofessionnel de l'Économie Laitière (CNIEL) and FranceAgriMer – the national establishment for foods from France. 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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