



# Smoky Mountain Cheese, LLC

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## NEWS

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### FOR IMMEDIATE RELEASE

#### Distinctive Beer Cheese Spread with A “Kick” Continues Growth

#### SMOKY MOUNTAIN CHEESE ENTERS THE PRIVATE LABEL ARENA WITH MULTIPLE FLAVORS OF BEER CHEESE SPREADS

#### Booth # 2359

CHICAGO, IL NOVEMBER, 12, 2011 --- Smoky Mountain Cheese, LLC, manufacturer of Smoky Mountain Beer Cheese Spreads, will offer new beer cheese flavors at the Private Label Manufacturer’s Association show in Chicago, November 13 -15, 2011.

Smoky Mountain Beer Cheese is the *only product of its kind currently in broad retail US Distribution*. Based on his 20-year old recipe, using Wisconsin cheese, Randall Mitchell, co-founder/president of Smoky Mountain Cheese, introduced the product into the dairy section of retail grocery stores in 2010. Initially, the spread was used by family and friends for parties and tailgating events. Co-

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founder Dr. Steve Koplow and Mr. Mitchell eventually determined the appeal was broad enough to pursue food store distribution. “The response from grocery accounts exceeded our expectations,” said Mr. Mitchell. While expanding distribution, the firm garnered significant consumer feedback from retail sales as well as from booths at major public events. Sample beer cheese tastings continue to be conducted at venues like the Cleveland Air Show, Great Taste of Pittsburgh, Beer/Wine Festivals, etc.

After more than 10,000 face-to-face tastings, less than 2% did not prefer the taste of the spread. The beer cheese spread uses only premium beer for flavoring, but contains no alcohol. Temperatures in the manufacturing process burn off the alcohol, leaving only the beer flavor. When combined with various all-natural spices and onions, the result is a tangy taste with broad appeal to all ages. Consumers say the spread has a “kick” to it; others say, “finally a really new snack product.” The spread is perfect for dipping since the crackers do not break off while scooping the spread. All varieties of chips work equally well.

### **Versatility Of The Spread**

Of particular interest to consumers are the many uses of the beer cheese spread. It functions equally as a dip, a spread or even an alternative to mayonnaise. Each one tablespoon (15 g) serving, contains only 35 calories, one carbohydrate, and

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zero trans fat The spread is frequently used as a cooking ingredient in baked dishes like casseroles and in chili, or on eggs, and baked potatoes, hamburgers, bratwurst. Like mayonnaise, it can be used on nearly all sandwiches due to its unusually creamy texture.

### **New Flavors**

Smoky Mountain Cheese recently announced the spread is now available in Jalapeno, Chipotle, Gourmet White and Sweet/Tangy, in addition to the original flavor. The basic recipe remains the same but adds new flavors. “Our goal is to keep current with new and evolving consumer tastes in a global marketplace,” according to Bill Beres, Executive VP Sales/Marketing.

The private label industry revolves around not only new flavors, but also requires broad choices within the category. Smoky Mountain Cheese recognizes the diversity required.

### **Smoky Mountain Cheese Private Label Manufacturing Capability**

As a USDA and FDA approved facility, Smoky Mountain Cheese can manufacture nearly 100,000 units per day in its own unique Seymour, TN facility. There is a range of container sizes available to private label customers, from the standard 8-ounce to a 10-ounce, 16-ounce or 32-ounce plastic containers. The firm can accommodate many labeling requirements, along with

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an internal package design capability. Smoky Mountain Cheese can also work with customers on unique flavoring requests and other product categories.

*Smoky Mountain Cheese is a privately held manufacturing company offering a proprietary beer cheese spread with multiple flavors. All manufacturing standards are met or exceeded for USDA (United States Department of Agriculture) and FDA (Food and Drug Administration).*