

FOR IMMEDIATE RELEASE

**Fromagerie Tournevent's
CHÈVRE NOIR, BIQUET & CHÈVRE FIN
goat milk cheeses
win recognition for excellence
at
the World Championship Cheese Contest
Madison, Wisconsin**

This year, for their first time at the World Championship Cheese Contest, Fromagerie Tournevent decided to match its goat cheeses against some of the world's finest goat cheesemakers...AND WON!!!

Within the 3 goat cheese classes: soft, unripened; semi-firm ripened and hard ripened; Fromagerie Tournevent's Master Cheesemaker's, Louise Lefebvre, expert craftsmanship placed Tournevent's goat cheeses in the top award slots in all three goat classes.

Tournevent's "Chèvre Noir" and "le Biquet" placed 2nd and the "Chèvre Fin" placed 3rd in this prestigious international competition held in Madison, Wisconsin March 19-22, 2002. Since 1957, this internationally recognized competition has been organized by the Wisconsin Cheesemaker's Association and is now the largest international cheese and butter competition in the world.

This year's competition received a record 1,132 entries from over 19 participating nations. It is the largest and only world contest that is recognized and supported by all major dairy-producing nations. From cheesemakers and specialty cheese buyers to chefs from around the world, the results from the 16-member panel of international judges are anxiously awaited by the dairy industry world-wide. This bi-yearly international event unfolds future trends in specialty cheesemaking and consequent marketing strategies.

"These prestigious awards only reaffirm Fromagerie Tournevent's commitment to producing only the highest of quality goat milk products and proves our consistency across our product lines." says John Eggena, International Sales Director at Fromagerie Tournevent. "As Fromagerie Tournevent continues to successfully expand into the American and Canadian gourmet markets, our reputation as a consistent and premium goat cheese producer with a dynamic vision is extremely important to us and we will continue to participate in competitions such as this one to maintain it."

Fromagerie Tournevent's specialty goat cheeses are distributed throughout Canada and the USA in finer specialty food stores, white tablecloth restaurants and high-end food service operations.

Here at Fromagerie Tournevent, we are ecstatic to share this good news with you and hope that you will join in our celebration by sharing it with others!!!

For more information about Fromagerie Tournevent and its products, please contact:

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To view the results of the 2002 World Championship Cheese Contest visit www.wischeesemakersassn.org