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For Immediate Release

French Launch Campaign Promoting Country's Specialty Cheeses

Chef Daniel Boulud Hosts Kick-Off Event

PORTLAND, Maine (August 14, 2007) — To help familiarize Americans with the French cheesemaking tradition and broad selection of French cheese imported into the United States, French dairy interests have launched a new campaign beginning with a VIP luncheon at New York City's four-star restaurant Daniel, namesake restaurant of chef Daniel Boulud. Robert Kaufelt, owner of New York City's Murray's Cheese and author of *The Murray's Cheese Handbook*, and Max McCalman, Maitre Fromager and author of *The Cheese Plate*, joined Chef Daniel Boulud offering insights into the French tradition of fine cheesemaking and its influence on today's culinary scene.

The Centre National Interprofessionnel de l'Économie Laitière (CNIEL) of France is leading an integrated marketing campaign for the diverse selection of French cheeses imported into the United States. This is the first U.S.-based campaign undertaken by CNIEL, an organization representing French dairy interests. The Cheeses of France Marketing Council comprised of representatives of CNIEL and its U.S. agency Swardlick Marketing Group oversees the

campaign. The campaign will unfold with branding, web development, in-store marketing, trade show promotion and public relations.

Photo Caption: (Daniel Event Group Shot.jpg) Pictured from Left to Right: Pascal Vittu – Fromager at Daniel; Max McCalman, Maitre Fromager and author of *The Cheese Plate*; Chef Daniel Boulud; Rob Kaufelt, owner of Murray’s Cheese and author of *The Murray’s Cheese Handbook*; Philippe Jachnik representing The Cheeses of France Marketing Council.
Photography by Jennifer Lee.

Photo Caption 2: (Daniel Boulud.jpg) Cheeses of France launch event host Chef Daniel Boulud.
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