



For Immediate Release
May 20, 2009

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THE CHEESES OF FRANCE MARKETING COUNCIL ANNOUNCES 2009 "SPRINGTIME IN PARIS" SWEEPSTAKES

Winner to receive five-day Parisian trip for two to famed "City of Lights"

Portland, Maine – Two weeks remain in the Cheeses of France Marketing Council's 2009 "Springtime in Paris" sweepstakes. The popular, annual contest is once again proving to be a hit with cheese-lovers and Francophiles alike.

The 2009 contest winner and a guest will enjoy round-trip airfare for two to Paris, France; a five-day, four-night stay in the heart of the St-Germain-des-Pres district of Paris; a tailored wine and cheese tasting and dinner at a fine Parisian restaurant; an artisanal cheesemaking experience; and, \$500 USD spending money.

Contestants may register for this year's Springtime in Paris contest by visiting www.cheesesoffrance.com/sweeps.php and testing their knowledge of French cheeses with the fun, five-question *Parlez-vous Fromage?* quiz. (2009 contest concludes on May 31.)

"Our feeling is that our Springtime in Paris sweepstakes provides winners with a unique experience that showcases the connection our products have to the people, the land and the culture of a very special place," noted Mike Collins of The Cheeses of France Marketing Council. "We tailor the experience so that it's much more than a standard trip for seeing the sites of Paris.

"For example," Collins continued, "Our last sweepstakes winner was treated to a grand tour of a wonderful dairy farm just outside of Paris where they make marvelous artisanal cheeses. After the tour, our winner enjoyed some cheese, wine and charcuterie with the Director of the farm in his private garden, and was completely immersed in French culture. We want to give our winners an experience they will never forget, and a passion for The Cheeses of France that they can bring back to the U.S. and share with their friends and family."



To register for the 2009 "Springtime in Paris" sweepstakes, visit

www.cheesesoffrance.com/sweeps.php.

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Pennsylvanian Kathleen Collins, winner of the 2008 Springtime in Paris sweepstakes, agrees: “My trip to Paris with my family was wonderful from start to finish,” she said. “The farm we visited to sample incredible French cheeses made for a very special memory, and our dinner at Café de la Paix will never be forgotten.



2008 "Springtime in Paris" sweepstakes winner Kathleen Collins (second from left) enjoys dinner with her family at Paris' famed Cafe de la Paix.

“One of the best parts of the Paris trip was my kids’ surprise at realizing that many of the cheeses we typically get at home can’t compare with the delicious cheeses we tried throughout our trip in France,” Collins added. “It was so much fun to watch their eyes light up when they tried new flavors and textures. The ‘cheese culture’ parts of our trip to Paris really added to making this a once-in-a-lifetime adventure for us.”

The 2009 Springtime in Paris contest, which already has drawn over 25,000 entries, coincides with hundreds of Springtime in Paris fromage sampling events taking place at supermarket and specialty stores around the U.S.

Fromage Plate suggestions, as well as further information about the cheeses of France – including tips on serving, storing, and purchasing – can be found at www.CheesesOfFrance.com.

To download Cheeses of France and Fromage Plate product photos, visit www.frontburnerpr.com/CheesesOfFrance

To learn more about travel in France, visit www.FranceGuide.com .

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