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**For Immediate Release**

**French Launch Campaign Celebrating Diversity of French Cheese  
Through The Fromage Plate**

**PORTLAND, Maine (August 12, 2008)** — The Cheeses of France Marketing Council recently held a Fromage Plate reception with their retailers and distributors at the Bryant Park Hotel in New York City. The reception celebrated the first year accomplishments of The Cheeses of France campaign and helped generate energy and excitement for upcoming Fromage Plate promotional activity that will drive visibility and sales for The Cheeses of France this fall and into the Holiday season. The Fromage Plate campaign celebrates the diversity of French cheese encouraging multiple cheese selections and providing cross-selling opportunities for wine and a broad array of accoutrements that help perfectly complete every plate.

Featured speakers at the reception included acclaimed cheese expert and James Beard winner Max McCalman, author of *The Cheese Plate*, the definitive book on the art of creating the perfect cheese course, and of *Cheese, a Connoisseur's Guide to the World's Best*. Joining Maître Fromager McCalman were Sam Gugino, Contributing Editor for *Wine Spectator Magazine*; Charles Curtis, Master of Fine Wine and Director of Wine and Spirit Education, Moët Hennessy USA; and Philippe Jachnik, International Affairs Counselor for Centre National

Interprofessionnel de l'Économie Laitière (CNIEL) on behalf of the Cheeses of France Marketing Council. Presenters showcased a variety of Fromage Plates demonstrating how easily cheese can be merchandised through plate presentations and pairings and how simple and enjoyable Fromage Plate entertaining can be.

The Cheeses of France Marketing Council is in its second year of a three-year campaign promoting French cheese-making heritage, the various cheesemaking regions and the country's fine quality cheeses. The latest Fromage Plate campaign will rollout in supermarkets in October and will continue through January 2009. The Council will conduct a trade sweepstakes where supermarket deli departments who successfully merchandise Fromage Plates can enter to win a trip for two to Paris. The Cheeses of France Marketing Council will also support supermarket sales efforts with consumer sampling and Fromage Plate promotions throughout the holiday season.

Visit [www.cheesesoffrance.com](http://www.cheesesoffrance.com) to see Max McCalman's Fromage Plate creations for seasonal Fromage Plates, everyday entertaining and unique pairing ideas with wine, liquor, beer and more. Max offers expert tips on the art of creating the ultimate Fromage Plate experience.

**Photo Caption:** (Fromage Plate Event Group Shot.jpg) Pictured from Left to Right: Mike Collins, Swardlick Marketing Group; Philippe Jachnik, The Cheeses of France Marketing Council; Sam Gugino, Contributing Editor for *Wine Spectator Magazine*; Maître Fromager Max McCalman; and Charles Curtis, Master of Fine Wine and Director of Wine and Spirit Education, Moët Hennessy USA. Photography by Jennifer Lee.

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