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FLAVORFUL NEW PREMIUM IMPORTED CHEESE SLICES MAKE THEIR DEBUT AS PART OF FINLANDIA'S PRODUCT LINE

Seven Delicious Imported Varieties to Hit Shelves This Spring

PARSIPPANY, NJ (April 3, 2018) – Finlandia® Cheese, the renowned cheese maker noted for being one of the most highly regarded cheese brands in America, announced today the addition of a new Imported Premium Cheese Line in seven delicious flavors. Perfect for sandwiches, burgers and wraps, these new cheeses are superbly crafted from only the finest ingredients and packaged at the peak of freshness in convenient easy-to-open and resealable pouches. Finlandia Imported Cheese Slices are made from non-GMO ingredients, rBST free, a great source of protein and calcium and are naturally lactose free, making them the perfect addition to any meal or snack.

The seven Imported flavor-packed varieties include:

- **Swiss** – *Aged 100 days for a robust, nutty flavor, free of artificial hormones, lactose free, rBST free, made from non-GMO ingredients*
- **Light Swiss** – *A full, rich nutty flavor Swiss with 50% less fat, lactose free, rBST free, non-GMO ingredients*
- **Muenster** – *Creamy texture, mild buttery flavor, melts beautifully, lactose free, rBST free, non-GMO ingredients*
- **Havarti** – *Rich, butter flavor with a creamy texture, lactose free, rBST free, non-GMO ingredients*
- **Gouda** – *Slightly sweet, buttery flavor lactose free, rBST free, non-GMO ingredients*
- **Edam** – *Slightly sweet, mild taste with creamy texture, lactose free, rBST free, non-GMO ingredients*
- **Cheddar-Gruyere** – *Bold blend of tangy Cheddar and smooth Gruyere, lactose free, rBST free, non-GMO ingredients*

“We are excited to announce our delicious new line of Finlandia Slices,” said Kimmo Luoma, Chief Executive Officer, Finlandia Cheese. “With the launch of these new products, enjoying our high-quality, premium imported cheeses is easier and more delicious than ever before!”

Finlandia Slices will be available this Spring with ten slices in each 7 oz. package and an average SRP of \$3.99-\$4.49. Finlandia Cheese products can be found at select retailers nationwide including ShopRite, Giant Eagle, Tops, Schnucks, and Safeway.

Interested buyers can contact CustomerService@FinlandiaCheese.com for more information.

For more information on Finlandia's products, visit www.finlandiacheese.com.

About Finlandia® Cheese, Inc.

Finlandia® Cheese, a subsidiary of Valio Ltd., was first imported to America in the 1950's as the demand for full flavored, quality cheeses began to grow. Finlandia Cheese and butter are crafted with pure, natural, and high-quality ingredients. From the legendary rich, nutty taste of Finlandia Swiss to our imported butter and creamy gourmet cheeses, we offer a complete line up of premium dairy products to make snacking, entertaining and everyday meals extra delicious. All Finlandia products are created with our **Made From Good**® promise in mind, making it our mission to deliver you and your family the best tasting products made with only high-quality ingredients. We are proud to be farmer owned with over 110 years of experience, devotion and passion. Our cows are treated just like family members – every cow even has its own name. Authentic flavors, simple ingredients and Finnish craftsmanship. For more information, visit www.finlandiacheese.com.

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