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**UPLANDS CHEESE COMPANY TAKES 'BEST OF SHOW'
AT AMERICAN CHEESE SOCIETY'S 2010 COMPETITION**

Denver, CO (August 29, 2010) — Uplands Cheese Company in Dodgeville, WI was named “Best of Show” for its Extra Aged Pleasant Ridge Reserve at the 26th Annual American Cheese Society (ACS) Judging & Competition on August 28. The results were announced in a ceremony at Benaroya Hall in Seattle, WA, followed by ACS’s signature event, the “Festival of Cheese.”

Uplands Cheese Company is a farmstead dairy that produces just one cheese – Pleasant Ridge Reserve, made in the style of mountain cheeses from the alpine regions of France. Pleasant Ridge Reserve was also named Best of Show in 2001 and 2005; it is the only cheese to win this top honor three times. “All of us at Uplands couldn't be more excited. We're a small, tightly-knit crew who has worked together for years and we take pride in the way we farm and make cheese. This recognition is reward for a lot of hard work,” says Andy Hatch, Uplands cheesemaker. Uplands owners, Mike and Carol Gingrich, drew a heartfelt standing ovation when they took the stage to accept their award.

Vermont Butter & Cheese Creamery in Websterville, VT took 2nd Place for its hand ladled, ash-ripened goat's milk cheese, Bonne Bouche. Farms for City Kids Foundation in Reading, VT – an educational organization that combines classroom study with hands-on farming and cheesemaking experiences for urban youth – took 3rd Place for its Spring Brook Farm Tarentaise, a raw milk, washed rind cheese inspired by traditional cheeses of the French Alps. For a complete list of 2010 winners, visit www.cheesesociety.org.

Christine Hyatt, president of the American Cheese Society, said, “This year’s results demonstrate that Uplands Cheese Company is truly a cheesemaking dynasty, with an unprecedented third win as Best of Show. I’m also thrilled to see newcomers to the top three in Vermont Butter & Cheese Creamery and Farms for City Kids. It’s notable that all of our top winners are either farmstead creameries that use milk produced from animals raised on site, or are dedicated to sourcing milk from local farmers. This, coupled with Farm for City Kids Foundation’s mission to connect youth to the sources of their food, illustrates a really positive shift in the industry, as more producers are making cheese with future generations in mind.”

The 2010 Judging & Competition saw a record number of entries: 1,462 cheeses and cultured milk products from 225 different producers in the United States, Canada, and Mexico. Out of 350 ribbons awarded in 107 different categories, the state of Wisconsin scored the most ribbons with 98, while California came in second with 60, and Vermont came in third with 34 ribbons.

Says Hyatt, “The increase in this year’s entries mirrors the fantastic growth we’re seeing in the industry. As more people strive to make excellent cheese, they are turning to ACS for feedback about their products. The vision of our founders was not only to recognize the best cheeses in our industry, but also to offer feedback

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and guidance that will improve the quality of all cheeses produced in the Americas. This philosophy is still at the heart of our judging process today.”

The annual ACS Conference & Competition – a gathering of cheesemakers, merchandisers, retailers, distributors, academicians, food writers, and enthusiasts from the U.S., Canada, Mexico, and Europe – celebrates American artisan, farmstead, and specialty cheese. More than 850 individuals attended this year’s conference in Seattle, participating in educational sessions, cheesemaking classes, tours, tastings, and a keynote by noted writer Michael Pollan. The conference culminated in the “Festival of Cheese,” a public event featuring more than 1,400 cheeses on display and available for tasting. The 28th Annual Conference and 27th Annual Judging & Competition will take place in Montréal, Canada from August 3-6, 2011.

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About the American Cheese Society

The American Cheese Society (ACS) is the leading organization supporting the understanding, appreciation, and promotion of farmstead, artisan and specialty cheeses produced in the Americas. Over 1,000 members strong, ACS provides advocacy, education, business development, and networking opportunities for cheesemakers, retailers, enthusiasts, and extended industry. ACS strives to continually raise the quality and availability of cheese in the Americas.

Since its founding in 1983, ACS proudly hosts the foremost annual educational conference and world-renowned cheese judging and competition, which culminates in the “Festival of Cheese,” a public event regularly featuring over 1,400 competition entries from throughout the Americas. For more information, visit www.cheesesociety.org.

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