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Contact: Rebecca Sherman
American Cheese Society
rsherman@cheesesociety.org
(720) 328-2788 x301

**AMERICAN CHEESE SOCIETY CONFERENCE & COMPETITION
TO BE HELD IN MONTREAL: AUGUST 3-6, 2011**

Denver, CO (September 2, 2010) — The American Cheese Society (ACS) is pleased to announce that it has selected beautiful and historic Montreal, Quebec, Canada to host its 28th Annual Conference & Competition. This top cheese industry event will take place August 3-6, 2011, marking the first time that the annual event will be held outside of the United States. It will be a unique opportunity for ACS members to discover the hundreds of cheeses and cheesemakers in Canada's dairy province, Québec.

Since its founding in 1983, the ACS Conference & Competition has served as the foremost annual educational conference and world-renowned cheese competition in North America. Each year, more than 800 cheesemakers, merchandisers, retailers, distributors, academicians, food writers, and enthusiasts from the United States, Canada, Mexico, and Europe gather to celebrate North American artisan, farmstead, and specialty cheeses. Attendees participate in educational sessions, take cheesemaking classes, network with leaders in the field, sample new products, explore new pairings and trends, and enjoy keynote speeches from notable figures such as award-winning writer Michael Pollan and National Public Radio's Jim Hightower. The four-day conference culminates in the annual Festival of Cheese, which features more than 1,400 competition cheeses on display and available for tasting.

The 2011 Conference & Competition will take place near Old Montréal, at the Palais des Congrès de Montréal (Montréal Convention Center), with attendees lodged across the street at Le Westin Montréal. Conference registration will open May 4, 2011. All conference activities are open to ACS members and sponsors only, with the exception of the Festival of Cheese on Saturday, August 6, which is open to the public. To become a member of ACS, visit www.cheesesociety.org.

Sponsorship opportunities for the ACS Conference & Competition in Montréal are now available for companies wishing to gain visibility among this targeted market sector. Contact Rebecca Sherman at 720-328-2788 x301 or rsherman@cheesesociety.org to learn more.

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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 1,400 members strong, ACS provides advocacy, education, business development, and networking opportunities for cheesemakers, retailers, enthusiasts, and the extended industry. ACS strives to continually raise the quality and availability of cheese in North America. For more information, visit www.cheesesociety.org.

American Cheese Society
2696 S. Colorado Blvd. Suite 570
Phone 720-328-2788 Fax 720-328-2786
www.cheesesociety.org