

**For Immediate Release**

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## **American Cheese Society Establishes Headquarters in Denver**

(DENVER, CO. April 1, 2010) – The American Cheese Society (ACS) has completed the successful transition of its operations from an outside association management company to a newly formed, self-managed organization headquartered in Denver, CO. The move is the outgrowth of ACS’s steadily increasing membership, financial stability, and a three-year strategic plan set in motion by its forward-looking Board of Directors.

Association President, David Gremmels of Rogue Creamery, is confident that ACS is moving in a positive direction. “ACS has reached a certain level of maturity,” says Gremmels, “and we have built safeguards, resources, an organizational structure, and strategic industry alliances that will propel us forward.” Gremmels and his fellow board members will continue to keep an eye on progress to ensure smart growth with an emphasis on outreach and serving ACS’s new and existing members.

“It is an exciting time to lead ACS,” says the association’s new Executive Director, Nora Weiser. “The American cheese industry is in a time of unparalleled growth in the production, distribution, and appreciation of artisanal and farmstead cheeses,” says Weiser, “and this is coupled with increased consumer demand and interest in locally produced foods and understanding how food reaches the dinner table.”

The Board of Directors and new ACS staff are currently focused on the association’s Annual Conference and Competition scheduled for August 25 – 28, 2010 in Seattle, WA. As part of the annual event, the public may purchase tickets to attend the annual Festival of Cheese on Saturday, August 28. Held at Seattle’s Benaroya Hall, the Festival will feature some 1,400 competition cheeses.

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**About American Cheese Society**

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 the 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 1,300 competition entries from throughout the Americas. For more information visit [www.cheesesociety.org](http://www.cheesesociety.org).

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