



PRESS RELEASE
Contact: Jeanne Carpenter
Communications Director
Dairy Business Innovation Center
Phone: 608-358-7837
jeanne@wordartisanllc.com
www.dbicusa.org

FOR IMMEDIATE RELEASE

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White Jasmine Launches New Line of Specialty Cheeses Flavored with Spices

MADISON, Wis. – A Wisconsin company dedicated to providing fresh and natural flavors for authentic Pakistani cuisine has launched a bold, new line of specialty cheeses infused with its signature spices.

White Jasmine, a family business based in Madison, was founded in 2003 by Huma Siddiqui and her son, Samir Karimi, Vice President of Sales. Together, they strive to run a company that represents a unique blend of celebrating family rituals, traditions and customs in life.

“Food is an integral part of every culture, bringing family and friends together across the world,” Siddiqui said. “Specialty cheese is the heart and soul of Wisconsin cooking, so it was only natural to combine my exclusive spices with the state’s award-winning, specialty cheeses.”

An entire line of White Jasmine specialty cheeses debuts this week at Metcalfe Sentry in Madison and will soon be featured on Siddiqui’s weekly cooking show, which airs on NBC-15 on Sundays at 10:30 p.m. Cheese varieties include:

- **Cumin Gouda:** this cheese showcases what fresh spices and great cheese can do together, offering the perfect combination of heat and flavor. Great with sweet wines, grilled cheese sandwiches, baked potatoes and salads. Featuring whole Cumin seeds and red chili flakes.
- **Tandoori Gouda:** representing the flavor of Tandoor (a traditional clay oven used in Pakistan & India to add smoky flavor to dishes), this table cheese is perfect with burgers, pasta and baked vegetables. Featuring Turmeric, chili powder, tomato powder, beetroot powder, lemon peel, paprika, garlic and red chili flakes.
- **Sajji BBQ Gouda:** this cheese features a classic, deep, barbecue flavor. Great on chicken BBQ pizza, quesadillas and tacos. Featuring chipotle flakes, chipotle powder, Mexican oregano, onion, garlic and red chili flakes.

All White Jasmine spices and blends are available in Metcalfe Sentry in Madison, Sendiks stores in Milwaukee, as well as Whole Foods in Madison, Milwaukee, Minneapolis, Chicago and Ann Arbor, Mich. For more information, visit www.whitejasmine.com.

The Dairy Business Innovation Center offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit www.dbicusa.org or contact Jeanne Carpenter, 608-358-7837.