



**PRESS RELEASE**  
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Photo available upon request – contact Jeanne Carpenter, DBIC

## **Wisconsin Goat Cheeses Enter Convenience Market with Specialty Shreds & Slices**

MADISON, Wis. – In response to a growing consumer demand for convenience foods, two Wisconsin goat cheese processors have launched new specialty goat cheeses in shreds and slices – two of the first such commercial products to enter retail markets across America.

Mt. Sterling Cooperative Creamery, a farmer-owned goat processor in Mt. Sterling, Wis., and Nordic Creamery, a family-owned, artisan cheese company near Westby, Wis., have both launched new, value-added products in convenience packaging. They include:

- **Raw Milk Goat Cheddar Slices.** For more than 30 years, Mt. Sterling Cooperative Creamery has crafted Raw Milk Goat Cheddar, available in both retail and foodservice packaging. The company recently launched this same award-winning cheese in sliced form, available in 8-ounce retail package with a resealable zipper pouch.
- **Grumpy Goat Shreds.** Nordic Creamery crafts a complete line of small-batch, artisan cheeses, including its Grumpy Goat, a cellar-aged goat cheddar-style cheese, boasting a bold, yet pleasantly creamy taste. The company has now launched Grumpy Goat Shreds, an aged cheddar in shredded form available in an 8-ounce retail package.

The launch of the two new goat cheddars in convenience forms signals Wisconsin's ability to successfully gauge and respond to consumer demand, says Dan Carter, Founder and Chairman of the Dairy Business Innovation Center. "During the past seven years, Wisconsin has witnessed the birth of more than 50 new American Original cheeses. Our cheesemakers continue to lead the nation in creating more types, styles and varieties of artisan, farmstead and specialty cheese than any other state in the nation."

For more information about Raw Milk Goat Cheddar Slices, contact Patricia Lund at Mt. Sterling Cooperative Creamery, 608-734-3151 or email [mtsterlinglund@yahoo.com](mailto:mtsterlinglund@yahoo.com). For more information about Grumpy Goat Shreds, contact Al Bekkum at Nordic Creamery, 608-606-2585, or email [abekkum@mwt.net](mailto:abekkum@mwt.net).

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*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](http://www.dbicusa.org).*

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