



FOR RELEASE:

Immediate

CONTACT:

Kathy Brown

Wisconsin Specialty Cheese Institute

866-740-2180, info@wisspecialcheese.org

WSCI TO HOST LABELING SEMINAR, TRADE SHOW **March Event Open to Members and Non-Members**

(February 4, 2010) -- Labels must accomplish a lot in a very small footprint, including strategic branding, providing important product information, and meeting government regulations for ingredient and nutrition disclosures. To help cheese companies better understand the ins and outs of labeling, the Wisconsin Specialty Cheese Institute (WSCI) is hosting a special value-added seminar and trade show at its next meeting, Friday, March 12, 10 a.m., at the Great Wolf Lodge in Wisconsin Dells.

Open to WSCI members and non-members alike, the labeling seminar will feature the following topics and speakers:

- *Label Design Do's and Don'ts.* Matt Wilhm, Creative Services Director, Wisconsin Milk Marketing Board
- *Labeling Compliance Update.* Matt Mathison, Vice President, Technical Services, Wisconsin Milk Marketing Board
- *Wisconsin Identification and Support.* Cathy Hart, Director of Cheese Company Communications, Wisconsin Milk Marketing Board
- *Label Printing: What You Need to Know.* Samantha Forster, Aladdin Labels

“Labeling is a critical part of marketing and there are several moving parts that have to come together to create an effective label. With this seminar, we hope to be able to answer a lot of questions and provide some insights on what works, what doesn't, what's required in terms of compliance, and how companies can make the entire process of label

development and production more efficient,” says Luke Buholzer of Klondike Cheese in Monroe, Wis., president of the WSCI Board of Directors.

A mini trade show featuring suppliers, vendors and other companies that provide labeling and packaging resources to the cheese industry will follow a networking luncheon. The trade show runs from 1 p.m. to 3 p.m. Exhibitors are invited to participate free of charge and cheesemakers/marketers are encouraged to bring their labels and questions to get feedback and suggestions.

Attendance for the seminar, lunch and trade show is free for WSCI members and \$25 for non-members. Anyone interested in attending or exhibiting is asked to RSVP by March 5 to Kathy Brown at WSCI, email info@wisspecialcheese.org or phone 866-740-2180.

For post-event fun and relaxation, the Great Wolf Lodge is offering a special room rate of \$129 plus tax for Friday and Saturday nights. WSCI has reserved a block of 15 rooms, each of which sleeps six and comes with water park passes. Reservations can be made by calling 800-559-9653. Callers must identify that they are with “Wisconsin Specialty Cheese Institute #103WISCON_001.” All reservations must be made by February 19.

###