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## Swissrose International Extends New Fondue Line

### *In Just Two Minutes You Can Take Part In The International Food Craze*

Moonachie, NJ - Swissrose International is proud to announce an exciting new extension to their traditional imported cheese and chocolate Fondue lines. The warm, communal cheese dish that first became popular in the 1970's has grown into an international food craze.

"Fondue is back! It's a fun, social food that everyone enjoys. It fits right in with the current trends of American entertaining," says Debbie Seife, Director of Marketing for Swissrose. "Swissrose has always offered traditional stove top and pot fondues, but our new mini cups are especially great because they're so convenient. It's a mess-free, quick, easy alternative that you can just pop in the microwave for a fast gourmet snack."

Swissrose offers a variety of imported cheese and chocolate fondues that are available in convenient and attractive mini display cases, making merchandising a snap for retailers and guaranteeing year-round sales and lower handling costs. All Swissrose fondues are imported from Switzerland and are available in ready-to-prepare mini 5 oz. microwavable snack cups or in the traditional 14 oz. fondue packets. "We're so excited to extend this delicious and convenient fondue line," says Seife.



Fondue refers to several French Swiss communal dishes shared at the table in an earthenware pot (caquelon) over a small burner (rechaud). The term fondue comes from the French "fondre" (to

melt), referring to the fact that the contents of the pot are kept in a liquid state so that diners can use forks to dip into the sauce. Given that fondue is a “communal” meal, there are a few basic etiquette rules to follow. To eat cheese fondue, spear a piece of bread using a fondue fork and dip it into the pot. Twirl the bread cube gently in the cheese to coat it. You'll want to let the bread drip a bit before you put it in your mouth. This will allow the excess to drip back in the pot and also allow time for cooling. When you put the bread in your mouth try not to touch the fork with your lips or tongue because the fork does go back in the pot. The "no double-dipping" rule applies here as well, once a taste has been taken of a dipped morsel it should not be returned to the pot. If the bread or fruit is lost in fondue, it is tradition for that person to buy a round of drinks!

Fondue consists of at least two varieties of cheeses that are melted with wine and a bit of flour and dates back to the 18th century when both cheese and wine were important industries in Switzerland. Each component of a traditional Swiss fondue plays an important role. Most recipes we see for "traditional" Swiss style fondue are a combination of two cheeses, Gruyere and Emmenthaler. These two cheeses are combined in fondue recipes because of their complimentary and intricate characteristics and flavors. The cheeses are most commonly melted in a dry white wine which helps to keep the cheese from the direct heat as it melts, as well as adding flavor.

The Swissrose Cheese Fondue line is perfect for dipping all kinds of hearty breads, as well as crackers and vegetables. The Swissrose Chocolate Fondue line, a sweet combination of Swiss cheese and chocolate, may be served with fresh berries, bananas, kiwi, angel food cake, pretzel sticks, melons and grapes.

To order Swissrose fondue, please visit your local supermarket or gourmet cheese shop. Otherwise, these fondues are available at [www.idealcheese.com](http://www.idealcheese.com). For more information please visit [www.swissrose.com](http://www.swissrose.com).

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