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DCI Cheese Company's Prepared Food Division Launches Two New Goldy's® Cheese Spreads

Santa Rosa, CA – DCI Cheese Company's Prepared Food Division is launching two new Goldy's® Handcrafted Cheese Spreads this June. US consumers have responded favorably to Goldy's® Spreads, with the line being the fastest growing brand (+103% vs. a year ago) among the top 20 cheese spread competitors in 2006*.

The new Goldy's® Cheese Spread flavors are Mediterranean Olive and Sweet Peppadew™ Pepper with Feta Cheese. A Peppadew™ is a sweet piquante pepper that is grown exclusively in South Africa. Unlike other red pepper varieties, the Peppadew™ has a complex sweet/savory taste. DCI Cheese Company has an exclusive agreement to market this product as an ingredient in the cheese spread category in the U.S. In the 2nd half of 2007, DCI will also be re-releasing two of Goldy's® holiday spreads that are back by popular demand, Cranberry Walnut and Spiced Pumpkin.



Besides the new additions and the special limited-time holiday flavors, Goldy's® has enjoyed great success with their tried and true cheese spreads that come in the following 8 flavors:

- Habanero Jack with Roasted Peppers
- Smoked Salmon with Dill
- Roasted Garlic with Fine Herbs
- Double Crème with Crab and Grilled Artichoke

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- Smoked Mozzarella with Slow Roasted Tomatoes
- Swiss with Portobello Mushroom
- Caramelized Onions
- White Cheddar Bacon Chive

DCI credits much of their growth to their original pledge of offering wholesome food products with fresh, “real” ingredients for discerning customers. Goldy’s® Handcrafted Cheese Spreads maintain a fresh, natural taste due to a special cold processing method of production. Each spread is handcrafted from a cultured cheese base, and the addition of fresh herbs, vegetables and other ingredients. Because each Goldy’s® spread is a freshly-made product, the shelf life ranges from 62-75 days. Goldy’s® Spreads come in 8.5 oz. packages, which is 30% more than other brands’ 6.5 oz. size.

About DCI Cheese Company

Headquartered in Richfield, Wisconsin, DCI Cheese Company is a leading import and domestic cheese and prepared food company. DCI food products can be found in restaurants, grocery stores, club stores, and specialty shops across the country. The DCI Cheese Company family has over a century of collective specialty food experience in the industry and was originally founded to provide marketing support for small to medium-size specialty food suppliers. Today, DCI has evolved to comprise a portfolio of leading company-owned brands, dedicated supplier partnerships, and consolidation capabilities that enable the company to offer customized, full-service deli programs.

In June of 2006, G & G Specialty Foods joined DCI Cheese Company and became a part of their prepared food division. G & G Specialty Foods was originally founded in 1991 as a family business that produced bagel and cream cheese sandwiches. They quickly expanded into the specialty food market place with top quality food lines such as Goldy’s® Handcrafted Cheese Spreads, Meza® Hummus, Meza® Baked Brie and Meza® Sonoma Salsa. What first started out as a small West coast company founded by two food-loving friends, is now a major seller of high quality prepared food products to stores across the country.

To purchase Goldy’s® Handcrafted Cheese Spreads, consumers may visit their local retail outlets across the U.S. For corporate information, please visit www.dcicheeseco.com.

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* Perishables Group, AC Nielsen 52 weeks ending 1/7/07.