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DCI Cheese Company Rolls Out New Look and Label Design For Il Giardino® Brand

Moonachie, NJ – The import division of DCI Cheese Company has unveiled a new, more contemporary look and packaging label for its Il Giardino® brand. The new design will increase brand name visibility, as well as emphasize the heritage and the natural, fresh ingredients in the cheeses. The new Il Giardino® product packaging replaces a design that is almost two decades old. DCI has begun its national roll-out with an expected 90% changeover by year’s end.

“Our design objective was to better communicate Il Giardino®’s product benefits,” says Debbie Seife, Director of Marketing for the import division of DCI. “We feel that the new design better represents the high-end quality of these imported specialty cheeses.”

The new label designs retain the script Il Giardino® font and floral logo to highlight brand consistency. The design also features an Italian country scene with a map of Italy, and most importantly, a modern color palette of soft browns, greens, yellows, blues and pinks.



The Il Giardino® brand has imported many of their cheeses from Italy for nearly two decades. The product line-up includes the following:

- Asiago D'Allevo
- Fontina Cheese
- Gorgonzola Dolce (Creamy Style Italian Blue Cheese)
- Grana Padano
- Grated Parmesan Cheese
- Grated Romano Cheese
- Bocconcino "Bite Size" Mozzarella
- Mountain Gorgonzola (Crumbly Italian Blue Cheese)
- Parmigiano Reggiano
- Pecorino Romano
- Provolone Piccante
- Ricotta Salata (Sheep's Milk Cheese)



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About DCI Cheese Company

Headquartered in Richfield, Wisconsin, DCI Cheese Company is a leading import and domestic cheese and prepared food company. DCI 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.

The import division of DCI is located in Moonachie, New Jersey. For corporate information, please visit www.dcicheeseco.com.