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DCI Cheese Company Rolls Out New Look and Label Design For King's Choice® Brand

Moonachie, NJ – The import division of DCI Cheese Company has unveiled a new, more contemporary look and packaging label for its King's Choice® brand. The new design will maximize the power of a modern brand image while staying true to the product's great heritage. DCI has begun its national roll-out with an expected changeover by year's end. The King's Choice brand offers varieties of Danish Blue Cheese, Edam, Fontina, Gouda, Havarti, Leyden and Maasdam.

"We've gone with a distinguished and more sophisticated look to highlight the premium quality of these imported specialty cheeses," says Debbie Seife, Director of Marketing for the import division of DCI. "Also, the name of each individual variety is now designated in a bright, bold color banner over a rich black background in an effort to enhance the consumers' engagement with the different varieties."

The new label has moved from an oval to a hexagon shape and has removed the image of the King. It now features a modern looking crown image and the addition of a whimsical castle. The label has retained the tasting notes from the old design such as this one for the Havarti Cheese (Delicious when melted on a sandwich or sliced with pears. Great with a light wine). The new labels are highlighted with a metallic gold color and their own signature color in bright, bold hues such as red, orange, purple, and green to designate the cheese variety.



**NEW LOOK
AND
LABEL DESIGN
FOR
KING'S CHOICE®**

The King's Choice® brand has imported many of their cheeses from Denmark and Holland for over 55 years. King's Choice is offered in bulk, random weight, and exact weight as well as pre-sliced and pre-cubed in re-sealable packaging. The product line-up includes the following:

- Aged Gouda
- Danish Blue
- Dutch Goat Cheese
- Edam
- Fontina
- Gouda
- Havarti
- Havarti with Caraway
- Havarti with Dill
- Havarti with Herbs & Spices
- Jalapeno Havarti
- Leyden
- Light Havarti
- Maasdam
- Medium Aged Gouda
- Smoked Gouda



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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.

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