



April 27, 2015
FOR IMMEDIATE RELEASE

Atalanta's Bella Casara Ricotta Wins at 2015 Canadian Cheese Grand Prix

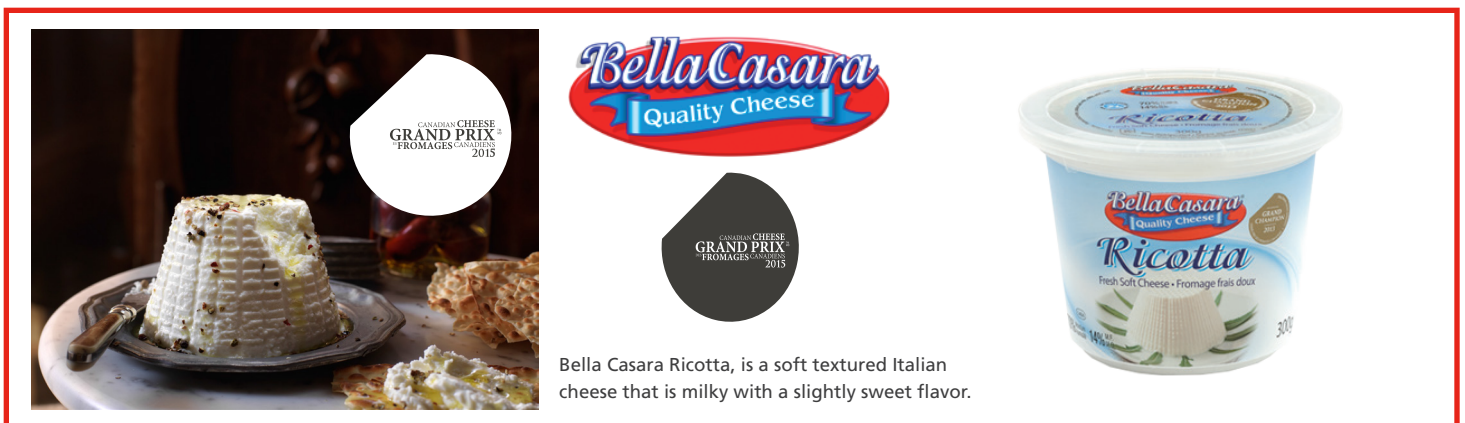
Elizabeth, NJ – Atalanta Corporation's Canadian partner Quality Cheese's Bella Casara Ricotta took home top honors in the Fresh Cheese category at the 2015 Canadian Cheese Grand Prix Gala of Champions held on April 22, 2015. Sponsored and hosted every two years by Dairy Farmers of Canada, the Canadian Cheese Grand Prix celebrates the high quality, versatility and great taste of cheese made from 100% Canadian milk by cheese makers from Prince Edward Island to British Columbia. An esteemed panel of Canadian food industry experts selected the top performing cheeses in 27 categories by evaluating each cheese using a six point scale that includes appearance, flavor, color, texture, body, and salt content. Of the 281 record entries in February, 81 were pared down for the finals. At the event, the panel announced a Grand Champion as well as 27 individual category winners including Bella Casara Ricotta.

Developed from fresh, 100% Canadian cow's milk, Bella Casara mimics the semi-sweet flavor of Italian ricotta with the classic milky aroma and creamy flavor. Bella Casara Ricotta was named Grand Champion at the Canadian Cheese Grand Prix in 2013 and Quality Cheese has won numerous other national and international awards.

Quality Cheese began as a small, local cheese manufacturing company located in Vaughan, Ontario. The fourth-generation family company has expanded into a well-respected, international distributor of many fine cheeses, combining time-honored Italian traditions, true European cultures and artisan cheese making techniques. "We are always striving to make good cheese for our customers. We appreciate the support from our US partner Atalanta and we will continue to grow with them to develop great cheese," Albert Borgo, President of Sales & Marketing, Quality Cheese.

Atalanta Corporation is the exclusive importer of the Quality Cheese range, including Bella Casara Ricotta. For more information on the items above, please visit www.atalantacorp.com and www.bellacasara-cheese.com.

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Bella Casara Ricotta, is a soft textured Italian cheese that is milky with a slightly sweet flavor.