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**Marin French Cheese Announces New Packaging Available May 2013**  
*California's Pioneer of Soft-Ripened Cheese Celebrates Expanded Creamery with  
A New Look for Classic Cheeses.*

Petaluma, CA., January 15, 2013 – The iconic Marin County cheese producer, Marin French Cheese, founded in 1865, has completed more than a year of innovative updates to its historic creamery and will celebrate by rolling out new packaging designs for its classic line of handcrafted California soft-ripened cheeses. The new labels sport original art depicting the creamery's idyllic location in western Marin's Hicks Valley. Select varieties will also be packaged in wooden cups to better protect the cheese during transit. New packaging is slated to appear in retail stores nationwide starting in May.

Marin French Cheese produces California's original soft-ripened varieties such as traditional Brie, award-winning Triple Crème Brie, and Camembert. These classics and the collection of 'Petite' 4-ounce sizes will wear the new labels, with more varieties to be added later this year. "The new design reflects our company story very elegantly," says Marie Giguère, General Manger. "We are an historic company, handcrafting fine cheese with expertise, using only fresh milk from neighboring dairies. The results are a distinctly northern California flavor in our cheeses," she adds.

The creamery expansion includes new state-of-the-art aging rooms and updated production equipment, while maintaining the established hands-on method of cheesemaking in small batches. "2012 has been a year of growth for Marin French Cheese," states Maxx Sherman, Director of National Sales. "The quality of our cheese is benefitting from the plant upgrades and our new packaging will ensure that this quality reaches the consumer." Marin French Cheese has been in continual operation since 1865, originally as Thompson Brothers Creamery, adopting the name Rouge et Noir in the early 1900's. Locals refer to the location as The Cheese Factory, which attracts visitors from around the world to its retail shop, picnic grounds and creamery tours.

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Located in western Marin County, Marin French Cheese (founded 1865) is committed to fine cheesemaking that supports local farming with long-term relationships for ethical and sustainable practices, and the craftsmanship of fine cheese reflecting distinctive regional terroir. For more information, go to [www.marinfrenchcheese.com](http://www.marinfrenchcheese.com).