



FOR IMMEDIATE RELEASE

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FIFTH TOWN WINS 3 AWARDS AT THE AMERICAN CHEESE SOCIETY COMPETITION, 2009-08-09

FIFTH TOWN/BLACK RIVER'S PREMIUM GOAT CHEDDAR WINS 3rd PLACE IN AMERICAN CHEESE SOCIETY COMPETITION, 2009-08-09



Fifth Town is very pleased to announce that LIGHTHALL TOMME won a first place award in the Aged Goat Cheese Category. In addition, CAPE VESSEY won second place in the Washed Rind Goat Category. And Fifth Town's and Black River Cheese Company's new Premium Goat Milk Cheddar won 3rd prize in the Goat Cheddar category.

This is Lighthall Tomme's 3rd award in 9 months. This natural rind, cave aged goat cheese won first place in the goat cheese category at the Royal Winter Fair in 2008 as well as first place at the British Empire Show. This is also Cape Vessey's 3rd award for the Goat Washed Rind Category. Cape Vessey was also last year's Grand Champion Goat Cheese at the Royal Winter Fair. It also won first place the British Empire Cheese Show.

This is the Premium Goat Milk Cheddar's first award.

ABOUT FIFTH TOWN'S CHEESE

ABOUT THE AWARD WINNING CHEESE

Lighthall Tomme was named after cheese maker and owner Petra Cooper's mother in law. It is a firm, natural rind goat milk cheese that is typically aged 2-3 months or longer. Lighthall Tomme has smooth, firm texture with a paste that offers a pleasant, nutty flavour.

Cape Vessey, named after a place in Prince Edward County, is a washed rind, firm goat cheese that is aged 3-4 months but can also age up to 6 months. This Trappist style cheese has a chewy, slightly salty rind. The paste offers complex and slightly aggressive flavours. Creamy on the palate with rich, flavourful finish.

The Premium Goat Cheddar is made by Stephanie Diamant of Fifth Town, William Hill of Black River Cheese And Bill McEndree, also of Black River Cheese. Currently the cheese is aged up to 3 months only because it sells before we can age it out longer. Fifth Town and Black River Cheese hope to increase supply in the coming months and offer longer aged versions in the near future.

QUOTES:

Petra Cooper, Founder/President

"When I received the news about these 3 awards late Friday night, I was overjoyed. Especially about our new goat cheddar which was developed in partnership with the 108 year old Black River Cheese Company down the road. It shows what can happen when established and new industry players work together and collaborate. I am also thrilled for the Fifth Town team. We truly have a dedicated and talented cheese making team led by our Master Cheese Maker Stephanie Diamant. But I would be remiss if I stopped there. Making great cheese requires the talents of many others at Fifth Town as well. For example, to make consistently great cheese, you have to have a well managed, spotless and inspiring facility. You also need high quality milk from hard working goat and sheep dairy farmers. You also need an artful affineur team to work in the caves, turning, washing and brushing the cheeses to help coax out the complex flavours that are developed by ripening moulds, bacteria and enzymes. You see what I mean. To make a great cheese, you need a team of individuals who can believe in what they do and effectively blend their individual talents in such a way that leads to the consistent creation of award winning cheeses!

Martin Miller, President of Black River Cheese Company echos this sentiment and adds "

"We were very excited to hear the news about the award for our goat cheddar. We have been in operation for 108 years and are the only remaining Cheese Factory among many started in Prince Edward County. We opened our arms and our vats to Fifth Town when they were starting up. They were not quite finished with construction of their facility, but were anxious to start production, so we worked with them to help them get a good start by providing our facilities for their initial production. Since then, we have continued a great relationship, as our cheese does not compete, but rather, complements each other. When we came up with the

idea to combine Fifth Town's goat milk and our cheddar-making expertise, we didn't know just how well our Goat Cheddar would be received, but are very happy that demand is increasing by leaps and bounds. Black River Cheese makes award winning aged cheddars, mozzarella, flavoured mozzarella and maple cheddar and they are naturally aged, made with animal free rennet and contain no additives or preservative. Our owners, staff and community alike, have always taken such pride in Black River Cheese and we are all thrilled to continue to receive such recognition for our great products."

ABOUT THE AMERICAN CHEESE SOCIETY

The American Cheese Society was founded in 1983 and currently has over 1400 members from all over North America. The annual Cheese Competition is North America's largest all milk cheese competition. In 2009, there were over 1800 entries in 92 categories.

In this year's competition, 18 Quebec cheeses, 2 Prince Edward Island cheeses, plus Upper Canada's Comfort Cream and Woolwich's Herbed Chevre also won awards. Fifth Town was the only Ontario dairy to win a first place. 5 Awards in Total were given to Ontario dairies.

ACS Mission Statement: ACS provides American cheesemakers with educational resources and networking opportunities and encourages the highest standards of cheesemaking. Membership in the ACS is constantly growing, with memberships available at the Associate, Individual, Small Business, Corporate Sponsor and Multi-Unit Retail levels.

For more information, visit www.cheesesociety.org

ABOUT FIFTH TOWN

The Fifth Town Artisan Cheese Company is a contemporary, environmentally and socially responsible enterprise positioned as a niche producer of fine hand made goat and sheep milk cheese.

All of Fifth Town's goat cheeses are made and aged by time honoured artisanal methods and with Prince Edward County Milk that is Local Food Plus certified. The cheeses are aged in Ontario's only subterranean aging facility. Fifth Town is a Platinum LEED certified dairy and also won the Premier's Award for Agri-Food Innovation in May 2009. Fifth Town opened in June 2008. It currently employs 14 people and buys milk from 3 local, family owned goat farms and 3 local, family owned sheep farms. Over 80% of the milk processed by Fifth Town is goat milk.

Fifth Town is a federally licensed dairy.

Store Hours: 7 days a week from 10-6pm until end of September. agricultural land on the eastern ridge of Prince Edward County, the 4200 square foot Fifth Town dairy

For more information, visit www.fifthtown.ca

ABOUT BLACK RIVER CHEESE COMPANY

The historic Black River Cheese Company is located in picturesque Prince Edward County, Ontario, Canada. It was started in 1901 by local farmers and is still a small production facility dedicated to preserving a tradition of making superior cheese.

100% of the milk processed at Black River Cheese Company comes from Prince Edward County family owned Dairy farms. The Black River Cheese Company, after 108 years, continues to be socially responsible and environmentally conscious with the recent installation of a state of the art waste water management system. The Company has a very long history of employing local people to produce quality cheese and presently employs on average, 30 people. Black River Cheese has received many awards over the years, including Reserve Grand Champion at the Royal Winter Fair in 2007.

The Black River Cheese Company continues to be Canadian Food Inspection Agency approved and Federally licensed

100 % of the cheese made is Animal Rennet free.

Visit us at 913 County Road 13, Milford, Ontario

Store hours 9 to 5 daily September to June and 9 to 7 daily Canada Day July 1 to Labour Day September 7th.

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