

The Swiss cheese specialists wish you a warm welcome!

«Min Vater ischt en Appenzeller, er frisst de Chäs mit samt em Täller...» (My father is from Appenzell, he eats the cheese and the plate as well) – These lines, taken from a well-known Swiss folk song, describe perfectly how proverbially close the Appenzeller are to their home cheese – the Appenzeller.



With a total of 46 mountain peaks above 4000 metres, surrounded by our neighbouring countries from the European Union, Switzerland spreads upwards rather than outwards. 43% of all milk producers live in mountain areas, an area which begins 1000 m above sea level for the Swiss. The mountains and the neighbouring hills form the cradle of Swiss cheese culture. 700 village dairies and more than 1500 alpine dairies have been cultivating the skill of the cheese-maker for generations and are proud of their original Emmentaler Switzerland, their Le Gruyère AOC, Appenzeller, Tête de Moine AOC, Vacherin Fribourgeois, Tilsiter Switzerland and the alpine cheeses, to name just the most important ones.

Swiss natural cheeses have long had their place on European cheese buffets and so it is a great honour for us to invite cheese producers and cheese lovers alike to the 3rd Mountain Cheese Olympics in Appenzell. Take the cheese knife in your hand and slice the best bit off for you – whether this be the competition for the best Swiss cheese on Thursday 28th October, the international competition to decide the best mountain cheese on Friday 29th October, as a delighted winner during the award ceremony on Saturday 30th October, as a member of a judging panel, as a speaker or participant at the international seminar. All this is there to ensure that a «grate» cheese festival will take place in Appenzell. We would like to thank you in advance!

Finally, we look forward to seeing lots of visitors in the Town Square where the International Mountain Cheese Market will be open from Friday 29th – Sunday

31st October in the afternoon so that cheese lovers can peruse, taste and buy the cheeses on offer; for it is the consumers from near and far who can assure our cheese producers of a successful future. Let's celebrate the three days of Mountain Cheese Olympics together.

We feel very honoured that our Federal President, Mr Joseph Deiss, will be opening our International Cheese Market – a sign of his close affiliation with the European cheese culture.

Dear cheese lovers from around the globe, we look forward to welcoming you to the beautiful Appenzellerland and to the 3rd Mountain Cheese Olympics and we thank our hosts, the people and government of the Canton Appenzell Innerrhoden for their hospitality.

*René Kolly, President of FROMARTE
The Swiss Cheese Specialists*