

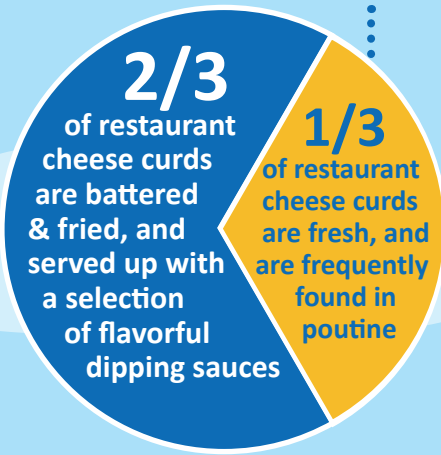
# Consumers Clamor for Wisconsin Cheese Curds



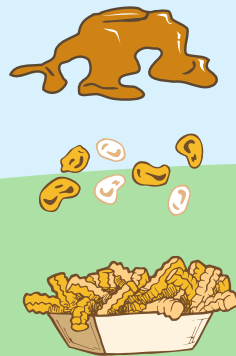
Outdo Ordinary®

## What's a Cheese Curd?

Fresh cheese in its youngest, natural state with a mild taste and distinctive *squeak* when eaten



**Poutine** is a popular Canadian dish made with French fries, cheese curds and topped with brown gravy



**Cheese Curds Make Noise on More Menus**

Cheese curds on U.S. restaurant menus are up 8%

Wisconsin cheese curds are up 19%

## Chefs Celebrate Cheese Curds

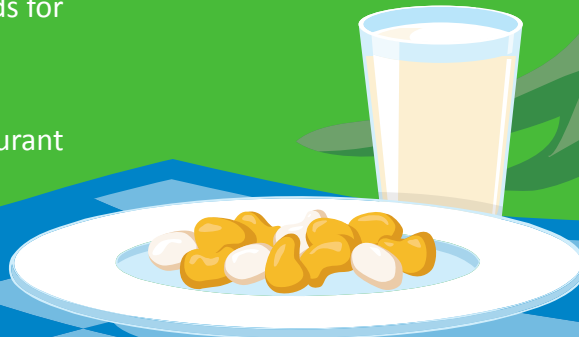
2% rise in operators serving cheese curds

6% rise in operators serving Wisconsin cheese curds

## Where It Comes from Matters



- 84% of consumers care where their cheese comes from\*
- America's Dairyland wins more awards for its famous Wisconsin cheese curds than any other state
- Over the past two years, 23% more restaurant operators call out that their cheese curds come from **Wisconsin**



EAT CURDS

[EatCurds.com](http://EatCurds.com)

[EatWisconsinCheese.com](http://EatWisconsinCheese.com)