

NEWS RELEASE

FOR MORE INFORMATION, CONTACT:

Dalilah Ghazalay
(+65) 6334 7030
dali@dairyconnect.biz

Kara McDonald
(+1) 703-528-4803
kmcDonald@usdec.org

Discover U.S. Cheeses Starring in Southeast Asia Culinary Events

As the Official Dairy Partner of the World Gourmet Summit, USDEC offers opportunities to see and taste the show-stopping cheeses made in the USA

SINGAPORE, April 17, 2018 – April is teeming with examples that showcase how the 600+ types of cheese the U.S. produces can be used to delight consumers, particularly in Southeast Asia.

To incorporate international consumers' taste preferences, U.S. cheesemakers are innovating new flavor combinations and continuously work with customers to ensure the cheeses meet their functional and dietary specifications as well.

“As Southeast Asia’s chefs and consumers recognize and seek out the endless taste possibilities and creamy texture of cheeses, American cheesemakers are pushing limits to craft bolder flavors that complement local dishes,” said Vikki Nicholson, senior vice president, Southeast Asia Business Unit at U.S. Dairy Export Council (USDEC). “U.S. cheese suppliers and importers provide these high-quality cheeses through collaboration.”

The region’s enthusiasm and rising interest in U.S. cheese resulted in 52% growth of U.S. cheese exports to Southeast Asia providing 16,553 metric tons (MT) in 2017. The United States has the capacity to readily meet this growing demand and more with total cheese production an astounding 5.66 million MT in the U.S. in 2017, up 2.6% from 2016 according to USDA data.

As a global leader in making cheeses, the U.S. dairy industry is uniquely positioned to meet the continuing increased global and Southeast Asian demand—with the capacity to provide an increasing supply, a vast array of products and an uncompromising commitment to quality.

Growing demand not only means greater production, but a greater variety.

“The creativity of U.S. cheesemakers is one reason why cheese is seen as a high-quality, craft food item,” said Peter A. Knipp, CEO of PKH Pte Ltd. “Culinary professionals worldwide are experimenting with these new cheeses to creatively meet diverse consumer tastes.”

Status as the Official Dairy Partner of the World Gourmet Summit (WGS) is ongoing through 2018. In an effort to highlight culinary innovations, USDEC sponsored three Awards of Excellence. The recipients, who were announced April 2 include:

- USDEC Chef's Choice Award: Winner—Kirk Westaway of [JAAN](#)
- USDEC Gourmet Retailer of the Year: Winner—[The Cellar Door](#)
- USDEC Gourmet Distributor of the Year: Winner—[Culina at Dempsey Hill](#)

To experience the versatility of using U.S. cheeses, visit the USDEC booth (#7B4-06 and #7A4-01) at the 2018 Food & Hotel Asia (FHA) show, April 24–27. Participating together in the U.S. Dairy Pavilion are 10 different U.S. cheese representatives: Agropur Inc, DairiConcepts, MCT Dairies, Inc., Oregon Dairy and Nutrition Council (showcasing Beehive Cheese, Tillamook, United Dairymen of Arizona), SJ Global Group, Schreiber Foods Inc. and Tropical Foods, LLC.

FHA activities and features:

- Tuesday, April 24, 6:30 p.m., at the Marina Mandarin Hotel, an exclusive U.S. Cheese Reception will showcase specialty cheeses from across the United States. Cheese experts will guide guests through cheese and beverage pairings and discuss the history and craftsmanship of the U.S. cheese industry.
- Wednesday, April 25–Friday, April 27, 11 a.m. and 2 p.m. (no afternoon session on April 27), regionally renowned Chefs Vindex Tengker and Jill Sandique will feature how they use U.S. cheese in a variety of delectable dishes. Further one-on-one consultations with the chefs will highlight American Originals applications and other mainstream cheeses in foodservice as well as the U.S. specialty cheese offerings.

Additional booths at FHA featuring U.S. cheeses:

- Gan Teck Kar Investments Pte Ltd: Booth #7F3-01
 - This food and beverage distributor from Singapore and Malaysia will have a chef demonstrating the craft of artisanal pizzas using a variety of U.S. cheeses throughout the day for the four days of the show
- California Milk Advisory Board: Booth #7D4-06
- Organic Valley: Booth #7A3-07
- Muldoon Dairy Inc.: Booth #7A3-05

For more resources on nutrition, trends and applications with U.S. cheeses and to access the supplier directory, visit the Southeast Asia section of our website www.thinkusadairy.org/seasia.

Media: [Download](#) an image of high quality U.S. specialty cheeses.

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About U.S. Dairy Export Council

The U.S. Dairy Export Council® (USDEC) is a nonprofit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. USDEC aims to enhance U.S. global competitiveness through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. As the world's largest producer of cow's milk, the U.S. dairy industry offers a sustainably produced, world-class and ever-expanding portfolio of cheese varieties as well as nutritional and functional dairy ingredients (e.g., skim milk powder, lactose, whey proteins). USDEC, together with its network of overseas representatives in Southeast Asia and around the world, also works directly with global buyers and end-users to accelerate customer purchasing and innovation success with quality U.S. dairy products and ingredients.