

OMSCO LAUNCH NEW CHEESE RANGE FOR USA EXPORTS

Due to increasing demand, OMSCo (Organic Milk Suppliers Cooperative) is delighted to announce the launch of a new cheese range for export to the USA.

Cheddar cheese with caramelised onion and cheddar cheese with cracked black pepper have been specifically developed for the USA market and alongside the sharp cheddar, that is already available in the USA, will be offered in a newly developed 6oz pack.



OMSCo partnered with Organic Valley in the USA in 2013, when together they launched the Kingdom cheddar cheese brand in the USA. Kingdom, which was the first European organic cheese certified with the USDA organic standard, has been hugely successful, leading to the development of the new range.

“Our relationship with Organic Valley continues to go from strength to strength, and we’ve worked closely with them to ensure the market is supplied with high quality, organic cheese produced to USDA standards,” explains Richard Hampton, Managing Director, OMSCo.

“The new blends were chosen from a long list of potential candidates following extensive consumer research, and for their appeal as cheese board offerings,” he adds. “We’re confident they will prove popular with US consumers.

“The success of our market and product development has proved a successful strategy for OMSCo, and our members have worked hard to ensure we produce what the market demands, which in the long term, provides stability and financial sustainability for their farming businesses.”

Kingdom is made with milk from organic family farms in the UK. It was also the first UK dairy brand to be accredited with the Non GMO Verified symbol.

For more information about Kingdom Cheese, visit: <http://www.kingdomcheddar.com>