

Boca Raton, FL August 30, 2017 UVPM: 34,592

PARSIPPANY, NJ – Finlandia® Cheese, the renowned cheese maker noted for being one of the most highly regarded cheese brands in America, announced today that it is giving snack time a makeover with the launch of its new SnackTime™ Cheese Sticks. With 94% of Americans enjoying a snack every day, Finlandia's SnackTime™ Cheese Sticks will offer the same convenience as the leading cheese stick, with a far superior flavor that won't leave snackers feeling bored and unsatisfied like they have been in the past.

Available in three delicious gourmet flavors – rich, sweet and creamy Gouda, a bold blend of tangy Cheddar and smooth Gruyere, and a royal marriage of creamy Gouda and sharp Parmesan – the aged and imported SnackTime™ Cheese Sticks are perfect for satisfying the sophisticated palates of millennials and fitting in to the busy schedules of parents on the go! A great source of calcium and protein, these grab-and-go snacking sticks are crafted with milk that has passed Finlandia's strict quality standards and are made with milk from cows not treated with rBST. Additionally, Finlandia's SnackTime™ Cheese Sticks are made with non-GMO ingredients and no artificial hormones.

"We are so excited to introduce our delicious new lineup of SnackTime™ Cheese Sticks," said Emma Aer, Chief Executive Officer, Finlandia Cheese. "We understand how crazy work and family schedules can get, which is why it was so important to us to create a product that our customers can grab on-the-go, that is not only a great source of protein and calcium, but also treats them to a rich and creamy snack. With three gourmet flavors, we are confident that our SnackTime™ Cheese Sticks will be a hit with the whole family."

Finlandia SnackTime™ Cheese Sticks will be available this October with nine sticks in each 6.75 oz. package, with an average SRP: \$5.99. Finlandia Cheese products can be found at select retailers nationwide including Costco, ShopRite, Key Food, Kings, Price Chopper, Market Basket, Basha's, Sprouts, Jewel, HyVee and HEB.

Interested buyers can contact CustomerService@FinlandiaCheese.com for more information.

For more information on Finlandia's products, visit www.finlandiacheese.com.

About Finlandia® Cheese, Inc.

Finlandia® Cheese, a subsidiary of Valio Ltd., was first imported to America in the 1950's as the demand for full flavored, quality cheeses began to grow. Finlandia Cheese and butter are crafted with pure, natural, and high-quality ingredients. From the legendary rich, nutty taste of Finlandia Swiss to our imported butter and creamy gourmet cheeses, we offer a complete line up of premium dairy products to make snacking, entertaining and everyday meals extra delicious. All Finlandia products are created with our Made From Good® promise in mind, making it our mission to deliver you and your family the best tasting products made with only high-quality ingredients. We are proud to be farmer owned with over 110 years of experience, devotion and passion. Our cows are treated just like family members – every cow even has its own name. Authentic flavors, simple ingredients and Finnish craftsmanship. Finlandia. Discover the legendary taste. For more information, visit www.finlandiacheese.com.



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