



Media Release
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Immediate Release

Jindi Cheese wins the Grand Champion award



Announced at the Australian Grand Dairy Awards in Melbourne tonight, Victoria's own Jindi Old Telegraph Road Fire Engine Red has won the prestigious Grand Champion Award 2011 and Best of Category Award for Washed Rind Cheese.

Having won a bounty of local and international awards, this win has taken Jindi even higher in the cheese world.

"Our Brie first put Jindi on the map having won the Best Brie in the world in 1996, 2002 and 2004. This award for our Washed Rind confirms our two Champion Awards in the last 12 months at the Brisbane Cheese Awards and ASCA Melbourne Show. Our Blue also achieved the highest-ranking at the 2010 World Cheese contest. Naturally we are extremely proud of this success!" comments champion cheese maker Franck Beaurain.

Privately owned and one of the largest Australian specialty cheese manufacturers, Jindi Cheese is located in the heart of the Victorian dairy belt in West Gippsland.

Normandy-born Franck Beaurain joined the company with the objective of making the name Jindi synonymous with innovative quality cheese making. This award has made his objective even more of a reality.

"I am both proud and excited to see another of our wonderful cheeses awarded with this honour." Franck comments "As a team, we are passionate about our craft and have nurtured our cheeses to create the very finest quality and flavour, Jindi Old Telegraph Road Fire Engine Red is a stunning example of our efforts."

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Jindi Old Telegraph Road Fire Engine Red is a delicious Washed Rind Cheese that can be compared to a mix of two famous French style cheeses, Epoisses and Livarot. Moreover, it is a completely unique cheese that has already beaten its French equivalents in international competition. For a small country town in Victoria, this is cause for a celebration.

"The Old Telegraph Road Fire Engine Red is named in honour of the fire engines driven by the firemen who fought tirelessly to defend the West Gippsland fire in 2009 says Beaurain. "The cheese is powerful and at times challenging. As it matures, the beige and white powdery rind becomes more orange so the name is even more fitting" Franck adds.

Beaurain, together with his team, fine-tune the boutique cheese-making process daily to ensure quality, texture and flavour are maximised and use superior milk sourced locally.

"It is wonderful that the name Jindi is continuing age old traditions with local cheesemakers who are incredibly passionate about the job they do," continues Beaurain. "We look forward to celebrating even further!"

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Jindi Cheeses are available in selected restaurants and gourmet food stores nationally. For further information, visit www.jindi.com.au.
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