

Grassland Dairy Products, Inc.
N8790 Fairground Avenue
P.O. Box 160
Greenwood, WI 54437
Tel (800) 428-8837
Maureen.Lee@grassland.com
www.grassland.com



FOR IMMEDIATE RELEASE

Contact:

Maureen Lee

Maureen.Lee@grassland.com

715-267-7778

Grassland Dairy Products, Inc. To Be Featured in Upcoming Innovations Series

Greenwood, WI, September 21, 2016—Grassland Dairy Products, Inc. will be featured in an upcoming episode of *Innovations with Ed Begley Jr.* The segment will initially air on September 23, 2016 at 6:30 a.m. CST via Discovery Channel.

Grassland is located in Greenwood, Wisconsin. Since 1904, the company has been a leading dairy manufacturer. Grassland applies product research and development with continuous technological improvements to maintain its reputation as a quality dairy products manufacturer. In this segment, viewers will learn about Grassland Dairy Products' variety of offerings and its commitment to exceeding the needs of dairy retail, foodservice and industrial customers, both domestic and international.

“Grassland is excited to work with Innovations and share our history and knowledge of dairy and food manufacturing. In central Wisconsin, the heart of America’s Dairyland, we witness first-hand the challenges and opportunities within the dairy industry. Over the past 111 years, Grassland has grown as a domestic and international butter and dairy ingredient manufacturer, while continuing to remain a family-owned company. Industry changes, manufacturing innovations and consumer demand have influenced our daily operations. We constantly strive to improve our day-to-day processes, while creating a positive work environment for a local workforce.” –Trevor Wuethrich, President of Grassland.

Additional broadcast of the program will air on October 4 (7 a.m.) and October 25 (7 a.m.) on RFD-TV.

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Grassland Dairy Products, Inc. is a leading, family-owned dairy manufacturer in Greenwood, Wisconsin. Recognized worldwide for quality butter products and dairy ingredients, Grassland commits to exceeding the needs of its dairy retail, foodservice and industrial customers. Each product is made with the same commitment to quality, service and value as it was when established in 1904.