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FOR IMMEDIATE RELEASE

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Wisconsin Cheese and Butter Combine for the Perfect State Fair Grilled Cheese Sandwich

Greenwood, WI, August 4, 2015— The Ferris wheel towers over the grounds of the Wisconsin State Fair, a symbol of the excitement to come as the fair opens soon. A fun-filled event for the whole family, fairgoers can enjoy live music, carnival rides and agriculture. And what would the WI State Fair be without cheese and butter? The Real Wisconsin Cheese Grill, located in the Wisconsin Products Pavilion, uses real Wisconsin cheese and butter for grilled cheese sandwiches, cheese curds and cheese sticks. Grassland Dairy Products, Inc. donated butter to the WI State Fair Dairy Promotion Board for the grilled cheese sandwiches, a family favorite at the fair. At the Real Wisconsin Cheese Grill in 2014, more than 55,000 grilled cheese sandwiches were sold. This year, fairgoers will consume more than 8,000 pounds of cheese, and the grilled cheese sandwiches will require 1,000 pounds of Grassland butter.

Grassland is proud to sponsor the WI State Fair Dairy Promotion Board. The founder of Grassland's great-granddaughter won the honors of Grand Champion at the State Fair Junior Show in 1978 with Verna, a Holstein cow. Verna is featured on the packaging of Grassland butter and is the same butter used on the delicious Real Wisconsin Cheese Grill sandwich. Grassland will also be attending the Blue Ribbon Cheese & Butter Auction as a first place winner in the butter competition. Don't miss out on a grilled cheese sandwich August 6-16th at the Wisconsin State Fair!

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Grassland Dairy Products maintains the Wuehrich family legacy with more than a century of churning cream into delicious, natural butter in Greenwood, Wisconsin. Recognized worldwide for quality, with a variety of product offerings, 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. Grassland is proud to carry on the family tradition.