



The Irish Cheese Board

For those who choose cheese

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Press Releases

September 2018

Certified Humane Label® for *Killorglin Mountain Goat Cheese*

We are delighted to announce that *Killorglin Mountain Goat Cheese* has been awarded a *Certified Humane Label®*. No mountain goat is put into a cage on the end of a pole in the making of this cheese. Promise.

Charleville chocolate-coated cheese in national distribution

ChocoCheese, a delicious, fresh-ripened sheep's cheese coated with dark chocolate, previously available only in Charleville, has now gone into *national* distribution. If you want to get your kids to eat more cheese, buy them *ChocoCheese*!

Warning: May turn the bread brown.

August 2018

Product recall: *Bray Brie*

Customers are advised that recent batches of *Bray Brie* are **infested** with worms. Big worms. Worms of the *priapulida* family. These worms are **poisonous**.

Do not eat this cheese. Nor the worms. Return this cheese to your retailer.

July 2018

French production methods introduced to County Dublin

Barry Buttermilk, head cheese-maker at *Croom Creamery* in County Dublin, has recently returned from a fact-finding mission to France. So impressed was he with *le fromage Français* that he intends introducing French production methods to his factory. Mostly these methods involve a lot of shrugging and going on strike.

Irish cheese exports bloom

Irish cheese exports to Europe are flourishing but there are signs that the American market is saturated with fat.

Irish Cheese Exports (Tonnes), 2014-2018

Product type	Product name	Europe				USA	
		EU		Non EU		2017	2018
		2015	2016	2017	2018		
High margin	<i>Blarney Blue</i>	10	12	45	87	200	199
	<i>Bray Brie</i>	5	6	23	30	155	156
	<i>Cavan Camembert</i>	100	156	9	9	0	1
Low margin	<i>Charlemont Cheddar</i>	900	1989	567	500	1003	6
	<i>Emo Emmental</i>	0	90	0	56	666	666

New web site for the Irish Cheese Board

We felt the time was ripe (LOL!) for us to launch our new web site. Find us at www.icb.ie. Send us feedback: feedback@icb.ie.

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