



## Honoured Among the Elite...

Just two years ago it looked like Thornloe Cheese was destined to be closed. Today, with several class winning products in the Royal Winter Fair Dairy Products Competition and the British Empire Cheese Competition, Thornloe now sits among the elite quality cheese makers in the country.

The small Northern Ontario cheese plant came home with two first-place honours, three seconds, and the Reserve Grand Champion ribbon in the competitive varietal section of the competition. All five award winners are new products developed for the specialty cheese market by the plant as part of an aggressive growth strategy the producer run board has focused on.

Thornloe's all-new Asiago was awarded Reserve Champion cheese. Asiago combines a special blend of cow and goat milk to produce a distinctive flavourful hard cheese. The Thornloe cow and goat blend, Romano, placed second to Asiago in the hard cheese category. The Romano and Asiago cheeses have been launched in many Loblaws chain stores across Ontario.

The Hispanic, Queso Fajita, and hard goat cheese, Crotonese, earned second prize awards. A hand made "Artisinal" Butter also won the cultured butter category.

"We are very proud of the accomplishments of plant manager, Martin Melendez, and our team," says President, Yves Gauthier, of Earlton. "When we bought the business it was our goal to expand upon the great tradition of Thornloe Cheese and develop special products beyond the great cheddar and curds. It is truly amazing that the new products developed in the last 12 months could reach such high national acclaim."

Thornloe Cheese participated in the 81st British Empire Cheese Competition last December. Thornloe's Romano was awarded first place in the



hard cheese category and captured the Overall Grand Champion, Specialty Cheese Award.

The company is continuing to develop new cheeses for the Canadian specialty cheese and ethnic market and Canada's emerging functional food market. These efforts will increase production in the plant as well as the selection of products available to consumers across Canada.

The first step of developing new quality cheeses is off to a strong start. The second step is to now sell these quality cheeses.

Thornloe's Romano and Asiago cheeses are now available in several Loblaws, Zehrs, No Frills, Superstore, and Fortino's across Ontario. While the cheeses are listed to be offered in 225 stores, it is up to the individual store whether they will be made available to customers. You can help the sales efforts of Thornloe by asking your local Loblaws chain store to carry the Asiago and Romano if they currently do not.