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NEWS RELEASE



## **Buffalo Bills select Galbani® as ‘Official Cheese of the Buffalo Bills’**

*Galbani cheese brand, manufactured in Buffalo by Lactalis, will present in-stadium ‘Say Cheese Cam’, social media segment, community engagement initiative and integrate in stadium concessions*

**BUFFALO, N.Y. (Aug. 10, 2022)** – The Buffalo Bills today announced that Galbani has been selected as the Official Cheese of the Buffalo Bills. Galbani is a hometown cheese brand, manufactured in Buffalo by Lactalis American Group. Lactalis has distributed cheese products under the Galbani brand in the United States since 2011 and produces Galbani ricotta, mozzarella and provolone cheeses at its plant on South Park Ave. in Buffalo.

“We’re proud to partner with Lactalis and welcome Galbani as the Official Cheese of the Buffalo Bills,” said Dan Misko, Pegula Sports & Entertainment senior vice president of business development. “In addition to Galbani being a favorite brand for many Bills fans, we have great respect for what Lactalis has meant to the Western New York community throughout the years and still today and are excited to expand our community outreach together as we begin our partnership.”

As the Official Cheese of the Buffalo Bills, Buffalo’s hometown Galbani brand will be visible to fans inside Highmark Stadium at games this season. The Galbani “Say Cheese Cam” will debut this Saturday when the Bills open the preseason against Indianapolis. Pizzas inside Highmark Stadium will be made with Galbani mozzarella cheese, and Galbani cheeses will be integrated into stadium concession menus. Fans should also stay tuned to Bills digital channels for a new segment featuring the Galbani brand. Additionally, Lactalis will be supporting the Buffalo Bills Foundation and strategic initiatives related to food insecurity in Western New York. Details on collaborative efforts will be announced at a later date.

“The Buffalo Bills are a pillar of the community and one of the best brands in professional sports. We’re very excited to begin our partnership together,” said Daniel Assef, vice president of marketing at Lactalis American Group. “Buffalo is a very important market for our Galbani brand. We recently launched two important initiatives from Lactalis in Buffalo for consumers – our #GottaRicotta™ campaign to show the many uses of ricotta cheese in everyday cooking and introduced our newest product, Galbani Lactose Free Ricotta. Now, as we partner with the Buffalo Bills, we look forward to continuing to enhance our presence and commitment to Buffalo.”

Galbani Ricotta Cheese, which is produced exclusively in Buffalo, is the No. 1 brand of ricotta in the United States based on sales. While ricotta cheese is most traditionally associated with Italian dishes, it can be a key ingredient in a wide variety of dishes. To educate consumers on the nearly

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unlimited uses of ricotta cheese, Lactalis' Buffalo-based team launched the #GottaRicotta campaign this summer. For more information, [click here](#).

### **About Lactalis in the United States**

Lactalis in the United States is committed to enriching lives by producing nutritious and great tasting dairy products. The company offers a strong, well-regarded portfolio of dairy products in the United States including [Galbani](#)<sup>®</sup> Italian cheeses, [Président](#)<sup>®</sup> specialty cheeses and gourmet butters, Kraft<sup>®</sup> brands in natural, grated and international cheeses, [Breakstones](#)<sup>®</sup> cottage cheese, ricotta and sour cream, [Cracker Barrel](#)<sup>®</sup> cheese, [Black Diamond](#)<sup>®</sup> cheddar cheese, Parmalat<sup>®</sup> milk, [siggi's](#)<sup>®</sup> and [Stonyfield Organic](#)<sup>®</sup> yogurt brands. In the United States the company has approximately 3,700 employees, is present in eight states with 11 manufacturing facilities and corporate offices located in New York City and Buffalo, NY, Chicago, IL, Londonderry, NH and San Fernando, CA. Lactalis in the United States is part of Lactalis Group, the world's leading dairy company, a French family business founded in 1933 in Laval, France. For more information, visit <https://lactalisamericangroup.com/>, [www.lactalisheritagedairy.com](http://www.lactalisheritagedairy.com), [www.stonyfield.com](http://www.stonyfield.com), [www.siggis.com](http://www.siggis.com) and [www.karouncheese.com](http://www.karouncheese.com). Follow Lactalis USA on [Instagram](#) and like us on [Facebook](#).

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Don Heins  
[don.heins@us.lactalis.com](mailto:don.heins@us.lactalis.com)  
(716) 823-6262 x1353