



NEWS RELEASE

Président® to Exhibit New Specialty Cheese and Packaging Innovations at 2024 IDDBA Show

New York, NY (June 5, 2024) - [Président](#), a leading global dairy brand, will exhibit at the [2024 IDDBA Show](#) being held June 9-11, 2024 at the George R. Brown Convention Center in Houston, Texas. The brand will highlight its most popular products, including brie and feta as well as some exciting new innovations at **booth #3001**. Président is part of Lactalis USA, a leader in dairy offering an unrivaled house of beloved dairy brands at national and local levels.

Lactalis will be highlighting two new products at IDDBA: Le Braison, a sheep milk cheese that will melt your heart, and Leerdammer, a Swiss and Dutch Gouda that has an irresistibly smooth texture with a mild and nutty flavor. Le Braison is a French imported cooking cheese that comes in oven-ready packaging that is perfect for sharing. Leerdammer is imported from Holland and will be available in the United States in both wheels and exact weight wedges.

Président Feta 8 oz. chunk is getting new packaging that now includes an easy peel film that is resealable to help maintain freshness and allow for several uses. Using less plastic than the previous design, consumer tests show that the new design creates higher visibility, greater shelf appeal, and overall presents as a high-quality premium product.

The prominent brand invites consumers to indulge in the opportunity to win a trip to Paris this summer. Now through Sept. 22, cheese enthusiasts can scan a QR code on Président Brie, Président Camembert and Président Butter to learn more and to enter. Five trips are being awarded. They include airfare for two, a four-night hotel stay and a traditional French dinner. No purchase necessary. See official rules for all terms and conditions.

Finally, the brand is showcasing an array of Président Pub Cheese spreads, which provide the perfect blend of creamy texture and bold flavors. The flavors include Sharp Cheddar, Cheddar & Port Wine, Cheddar Jalapeno, Cheddar & Horseradish, and Cheddar & Bacon. Président Pub Cheese is available at retail outlets in convenient packaging including 8 oz. cups and 3 oz. snack options.

“We are thrilled to be back at IDDBA to continue to share our quality products and highlight our new packaging,” said Karine Blake, Président brand director. “We pride ourselves on offering high-quality, authentic dairy products rooted in tradition and flavor.”



NEWS RELEASE

Be sure to visit booth #3001 for taste tests of premium Président products. To see photos from the IDDBA Show, follow [Président on Instagram](#). To learn more about the Président brand and view the full catalog of products visit [PresidentCheese.com](#).

About Président

Président is one of the world's premier dairy brands offered by Lactalis, the world's largest dairy company. The brand was created by André Besnier, founder of Lactalis. Its roots date back to 1933 in the town of Laval, France. Président dairy products represent more than 90 years of French artisanship and tradition. In the United States, Lactalis USA markets Président gourmet cheeses, butters and whipped crème in retail stores across the country.

About Lactalis USA

Lactalis USA is committed to enriching lives by producing nutritious and great tasting dairy products. The company offers an unrivaled house of beloved dairy brands in the United States including [Galbani](#)[®] Italian cheeses, [Président](#)[®] specialty cheeses and gourmet butters, [Kraft](#)[®] brands in natural and grated cheeses, [Breakstones](#)[®] cottage cheese, ricotta and sour cream, [Cracker Barrel](#)[®] cheese, [Black Diamond](#)[®] cheddar cheese, [Parmalat](#)[®] milk, [siggi's](#)[®] and [Stonyfield Organic](#)[®] yogurt brands. In the United States, the company has approximately 4,000 employees and is present in eight states with 11 manufacturing facilities and corporate offices located in New York City and Buffalo, N.Y., Chicago, Ill., Bedford, N.H., and San Fernando, Calif. Lactalis USA 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, www.lactalisyogurtusa.com and www.karouncheese.com. Follow Lactalis USA on [Instagram](#) and like us on [Facebook](#).

###

Media Contact

Don Heins

Lactalis USA Manager, U.S. Communications

don.heins@us.lactalis.com