



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

For more information, please contact:
Ellie Herman, 708-267-2142 or eherman@wischeesemakers.org

NEWS RELEASE
October 27, 2020

CheeseExpo Global Online Announced for April 6-8, 2021

MADISON, WI -- For the welfare and benefit of dairy industry personnel, a new event, CheeseExpo Global Online, will offer industry innovations, world-class technical and marketing seminars, and supplier connections April 6-8, 2021.

CheeseExpo, the popular in-person technology exposition, will be postponed until April 12-14, 2022 in Milwaukee.

The need for timely information, technology transfer, and market insights never stops, and CheeseExpo Global Online will deliver by tapping the industry's finest technical experts, industry leaders and solutions from the supplier sector.

CheeseExpo Global Online will be co-hosted by Wisconsin Cheese Makers Association and the dairy experts at Center for Dairy Research. "If there's a silver lining in these unusual times, it's the opportunity for an online event to bring ideas, new technology and networking to every PC, and every conference room and training room in the dairy industry," said John Lucey, Director of the Center for Dairy Research at the University of Wisconsin-Madison.

CheeseExpo Global Online will deliver compact, focused seminars, exclusive showcases from exhibitors, and easy-to-use connections to chat or meet by video with fellow attendees.

"We've spoken with processors and exhibitors and we know our industry wants concise information and free access to supplier partners," said John Umhoefer, Executive Director of the Wisconsin Cheese Makers Association. "And this is CheeseExpo, the show that puts people first, so you'll see a celebration of industry honorees and the spotlight on cheesemakers and award-winning products at the heart of our Championship Cheese Contests."

CheeseExpo will return live and in person April 12-14, 2022 at the Wisconsin Center in Milwaukee, a move that reflects the "safety-first" culture within the U.S. and international dairy industry.

For more information on CheeseExpo Global Online, visit www.CheeseExpo.org.

###

Wisconsin Cheese Makers Association, 5117 West Terrace Drive, Suite 402, Madison, WI 53718
(608) 286-1001 | www.wischeesemakers.org