



## Press Release

### Elsa Group SA Serving Swiss Cheese Excellence

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Elsa Group SA is pleased to showcase its exceptional products at ANUGA 2023. With expertise in Swiss cheese production, selection, ripening, and packaging, the group is dedicated to offering excellent products to consumers worldwide.

Elsa Group SA takes pride in its Swiss cheese heritage and everyone involved in creating exceptional cheeses. From dedicated farmers to passionate master cheesemakers, each plays an essential role in preserving the ancestral tradition of Swiss cheese making.

The consistency in the excellence of products is the result of hard work and daily dedication.

In this context, Elsa Group SA is determined to uphold the values, passion, and commitment that drive all actors in this industry. It aims to support innovation while respecting traditions.

Their Gruyère cellar, one of the largest natural sandstone caves in Switzerland, is a true treasure for the group. This iconic cave, carved into the mountainside, offers ideal conditions for aging cheeses. With a capacity of 140,000 units, it ensures optimal quality and freshness at every stage of the process.

The intimacy between the sandstone caves and the cheese wheels gives each handcrafted wheel its own unique flavor and aroma. The cheeses are carefully selected by the master cheesemakers to provide an authentic taste experience to their customers.

At ANUGA 2023, cheese enthusiasts are invited to discover a wide range of superior-quality products and unique flavors, a testament to cheese passion and Swiss craftsmanship.

About Elsa Group SA:

Elsa Group SA is the result of the merger between Elsa Lait SA and Mifroma SA. This marks an important milestone in the history of Swiss cheese ripening, allowing them to better meet consumer expectations while preserving traditions and artisanal expertise. At the heart of this union lies Mifroma, a Swiss company that has earned a reputation for excellence in cheese ripening since its establishment in 1964.

Elsa Group SA specializes in dairy production and packaging, as well as cheese production and aging, and is recognized as one of the leaders in the Swiss cheese industry.

For more information, please visit the website [www.mifroma.com](http://www.mifroma.com) or contact: Aina Mosses at [aina.mosses@elsagroup.ch](mailto:aina.mosses@elsagroup.ch).