

Local Works: Le Gruyère



The Only Gruyère AOP in the World
900 Years in the Making. Available Today
100% Natural, 100% Additive free, 100% from Switzerland – for 900 Years.

A small village in Western Switzerland is where Gruyère AOP gets its name. Gruyère AOP is hand-made in 170 small batches with the same recipe for over 900 years. It's made from the raw milk of cows sustained in the same local fields since 1115 AD, then slow-aged in local cellars. Gruyère AOP is one of a kind with a unique sensory flavor.

For a smooth and mild yet extremely satisfying taste, Le Gruyère Classic is aged a minimum of 5 months. Le Gruyère Reserve, which is aged for 10 months or more, has a smooth but more robust flavor.

For more information about Gruyère AOP, the history, the process, great recipes and more, visit us at gruyere.com

LE GRUYÈRE®
SWITZERLAND
Born in Switzerland in 1115.
www.gruyere.com
GLUTEN FREE • LACTOSE FREE

FOR RECIPES AND MORE, VISIT US AT GRUYERE.COM

Switzerland, Naturally. **AOP** Cheeses from Switzerland. www.cheesesfromswitzerland.com



LE GRUYÈRE®
SWITZERLAND

food RECIPE OF THE DAY
NOVEMBER 16, 2015

HERE COME THE TURKEYS! STANDOUT THANKSGIVING SIDE DISHES: PUMPKIN PIE 5 WAYS

Quick Butternut Squash Mac and Cheese

Recipe courtesy of [Pinterest](#)

On its own, butternut mac and cheese is enough to take anyone to near or a little comfort. As the weather grows colder, up the ante by adding our classic, creamy mac with butternut squash, thyme and ground nutmeg.

Get the Recipe: [Butternut Squash Mac and Cheese](#)

Facebook | Twitter

November Extras

- Pick a Potato: Dozens of Our Top Recipes
- 55+ Thanksgiving Centerpiece Ideas for Your Table
- 50+ Classic Thanksgiving Side Dish Recipes
- Make the Most Out of These Fall Fruits
- Meat with a Classic Apple Pie Crispbread
- Plan your best Thanksgiving ever with our expert-picked side dishes: Brussels, Beans, Potatoes and More
- Snack on These Next-Level Great Treats
- Healthy Cinnamon-Raisin Soft Pretzels

The Only Gruyère AOP in the World
900 Years in the Making. Available Today

LE GRUYÈRE®
SWITZERLAND

The Client

A hard yellow cheese that originated in the cantons of Fribourg, Vaud, Neuchâtel, Jura, and Bern in Switzerland, and is named after the town of Gruyères. It is generally known as one of the finest cheeses for baking, having a distinctive but not overpowering taste.

Objective

Increase sales during the holiday season

Solution

Le Gruyère targeted affluent adults with an interest in gourmet food to promote its authentic cheese from Switzerland using an geo-targeted, newsletter display program

Geography

LA Metro, San Francisco Metro, Washington DC Metro, Florida South, Boston Metro, New York Metro, West LA

Recommended Media

Newsletter Display Program: Family & Parenting, Food & Drink, Health & Fitness, Home & Garden, Style & Fashion, Shopping, News & Travel

Outcomes

Impressions: 3,947,416
Clicks: 16,911
CTR: 0.43%

