

FOR IMMEDIATE RELEASE

We'd Like Your MOUSE To Meet Our CHEESE! Our Online Store Is Now Open.

For Further Information:

Contact: Robert Laffranchi, President
Loleta Cheese Factory, Inc.
Email: bob@loletacheese.com
T: (707) 733-5470
F: (707) 733-1872
URL: www.LoletaCheese.com

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Loleta Cheese Factory, home of award-winning natural quality cheese, announced today the addition of their new Web site and online store www.loletacheese.com. Customers can now conveniently purchase Loleta Cheese and a variety of specialty foods online.

The extensive corporate site will act as a secure storefront and educational forum for consumers as well as a comprehensive publication of news and trends for industry professionals. The Loleta Cheese Company expects to continually expand on its Web site's value-added features to include an interactive agricultural educational platform for children and schools, an online epicurean workshop, and an interactive "Cheese-Lovers" discussion forum, to name just a few.

To maintain an open line of communication, monthly digital newsletters will feature interactive contests, downloadable recipes, Fun on the Farm facts, latest news and trends in the dairy and cheese industry, coupons and more. Visitors can sign up for the Loleta Cheese Factory's digital newsletters at www.loletacheese.com.

"Every year, thousands of cheese lovers come from across the country to visit our factory and enjoy our cheeses." said Bob Laffranchi, President. "While our factory doors are open every day of the week and our cheese can be found in several retail grocers, consumer demand told us it was time to open our doors to everyone throughout the country by offering customers the ability to shop anytime from the comfort and convenience of their own home. In addition, our Web site will allow us to educate both consumers and industry partners about our company and its philosophies."

About Loleta Cheese Company: Loleta Cheese Company, located on the North Coast in Humboldt County, Northern California, is a family-run business dedicated to the production of great tasting premium all-natural cheeses, 34 varieties in all. Loleta Cheese also produces certified organic cheeses and a line of GMO-Free cheeses.

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