



**FOR IMMEDIATE RELEASE**

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**BREAKTHROUGH PACKAGE DESIGN, FOR NEW  
BORDEN CHEESE SINGLES SENSATIONS™**

KANSAS CITY, Mo. March 16, 2009 – Bite into a mouthwatering applewood bacon cheddar burger, spicy pepperjack quesadilla or delicious tomato basil mozzarella Panini at home with new Borden® Cheese Singles Sensations™ cheese singles. Created to give consumers unique cheese varieties, Singles Sensations™, offers consumers an easy way to transform their meals from so-so to sensational for a great price.

“Unique varieties of cheese singles are not widely available for consumers, so we wanted a package that called out new and different,” said Roy Johnson, senior associate brand manager with American Dairy Brands. “People want to see what’s possible in creating a meal. Featuring a finished meal on the package was a priority with the design.”

The packaging, created by Harbauer Bruce Nelson Design located in Chicago, Illinois, was designed to reflect a cleaner, authentic look and deliver the end result of delectable cheese varieties, while retaining the unique Borden® Cheese equity of quality and its association with dairy farmer-ownership. Intentionally a departure from the base red line, the new packaging stands out among the sea of color in the cheese aisle, with a clean white background, featuring the cheese through enticing food photography. A matte finish further elevates the package and differentiates it in the cheese category.

“Designing the package was an opportunity to emphasize the unique flavors Borden Cheese has to offer and showcase the cheese.” said Anne Chipman, senior account executive with Harbauer Bruce Nelson Design. “Additionally the packaging photography helps the consumer envision a delicious meal easily created at home.”

Singles Sensations will be available in late March 2009. Go to [www.FriendsOfElsie.com](http://www.FriendsOfElsie.com) for retailer information.

Borden® Cheese is made possible by a cooperative that is 100 percent farmer-owned. When consumers purchase Borden® cheese 100 percent of the proceeds go back to hard-working dairy farmers and their families across the country. Borden® cheese products include natural shredded cheese, natural chunk cheese, string cheese, natural cheese slices and individually wrapped slices. For farmer stories, recipes and a list of stores where Borden® cheese products are sold, visit [www.FriendsOfElsie.com](http://www.FriendsOfElsie.com).

Dairy Farmers of America, Inc. is a dairy marketing cooperative that serves and is owned by more than 18,000 dairy farmers in 48 states. DFA is one of the country's most diversified manufacturers of dairy products, food components and ingredients, and is a leader in formulating and packaging shelf-stable dairy products. For more information, call 1-888-DFA-MILK (332-6455) or visit [www.dfamilk.com](http://www.dfamilk.com).

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