



Appenzeller® Brown Label

A potent and unique cheese experience.

From the idyllic Appenzellerland with its untouched alpine landscape and rolling green hills comes one of the great Swiss cheese specialities. Appenzeller® cheese is produced as it was 700 years ago using traditional artisan methods in around 45 local cheese dairies following an original recipe. It is made with natural raw milk that comes from cows fed exclusively on meadow grass and hay with no use of additives.

As it ages, each Appenzeller® cheese is treated regularly with a special herbal brine. In the case of Brown Label, it is left to age for six to eight months. The exact composition of the herbal brine is a closely guarded secret. This treatment gives the Brown Label its characteristically potent and unique flavour.

The clever Appenzell herdsmen discovered the secret of Brown Label in olden times when they were forced to make a virtue out of necessity and had to mainly make butter from the valuable milk fat. They could then sell this butter immediately to rich townspeople at a high price. With the rest of the milk they made a low-fat cheese with a meltingly firm to crumbly consistency that had to be stored till winter and is still a recipe for success today.

The low-calorie Appenzeller® Brown Label is easily recognizable to cheese lovers due to its silver and white label attached to the casein mark. The casein mark guarantees the first-class quality of each individual cheese and its origin from the strictly limited production area between Alpstein & Lake Constance.



Appenzeller® Brown Label

Origin of the name	Appenzell Innerrhoden and Ausserrhoden, North-Eastern Switzerland												
Production area	Cantons of Appenzell Innerrhoden and Appenzell Ausserrhoden as well as parts of the cantons of St. Gallen and Thurgau												
Shape, size, weight	Round, diameter 30 – 33 cm, height 7–9 cm, average weight 5,7 kg												
Particular features	Appenzeller® Brown Label is made with pure, semi-skimmed cow's milk without additives.												
Fat content	Min. 18% fat (dry weight)												
Hardness	Hard cheese												
Rind	Natural, reddish brown, pitted, partly wrapped in cloth												
Cheese color	Firm, can be slightly crumbly, ivory to light yellow												
Holes	Numerous, small, clean round holes (2–4 mm in diameter), evenly distributed. Brine desirable in holes as cheese matures.												
Flavour	Potent and unique												
Aged for	6–8 months												
Free from	preservatives and additives, flavour enhancers, lactose, gluten, colourings and from genetically modified organisms (non GMO)												
Average nutritional values per 100 g	<table> <tr> <td>Water</td> <td>49 g</td> <td>Minerals</td> <td>5 g</td> </tr> <tr> <td>Protein</td> <td>35 g</td> <td>Calories</td> <td>248 kcal</td> </tr> <tr> <td>Fat</td> <td>12 g</td> <td>Joules</td> <td>1039 kJ</td> </tr> </table>	Water	49 g	Minerals	5 g	Protein	35 g	Calories	248 kcal	Fat	12 g	Joules	1039 kJ
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Quality mark

The casein mark guarantees the first-class quality of each individual cheese. It contains the cheese dairy number, guarantee of origin, production date and cheese number and enables each piece of Appenzeller® cheese with rind to be checked for its authenticity.

Proof of origin

In the same way as a DNA test, the authenticity of even tiny pieces of Appenzeller® cheese can now be clearly proven with the aid of lactic acid bacteria samples.