



# Appenzeller® Purple Label

## An excitingly different cheese experience.

From the idyllic Appenzellerland with its unspoilt alpine landscape and 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 Purple Label, it is left to age for at least nine months. The exact composition of the herbal brine is a closely guarded secret. This treatment gives the Purple Label its characteristically complex and lingering flavour.

With Purple Label Appenzeller® has created a cheese that stands out from its existing range and offers an exciting taste experience - tangy and balanced in character, with delicate salt crystals but with a creamy round feel on the tongue.

Appenzeller® Purple Label is easily recognizable to cheese lovers due to its purple label attached to the casein mark, its guarantee of origin from the strictly limited production area between Alpstein and Lake Constance.



# Appenzeller® Purple Label

<b>Origin of the name</b>	Appenzell Innerrhoden and Ausserrhoden, North-Eastern Switzerland		
<b>Production area</b>	Cantons of Appenzell Innerrhoden and Appenzell Ausserrhoden as well as parts of the cantons of St.Gallen and Thurgau		
<b>Shape, size, weight</b>	Round, diameter Ø 30–33 cm, height 7–9 cm, average weight Ø 6,1kg		
<b>Particular features</b>	Appenzeller® Purple Label is made with pure, raw cow's milk without additives.		
<b>Fat content</b>	Min. 48% fat (dry weight)		
<b>Hardness</b>	Hard cheese		
<b>Rind</b>	Natural, brown to dark brown, pitted		
<b>Cheese color</b>	Ivory to yellowy white, can have flecks on the cut surface		
<b>Holes</b>	A few roughly pea-sized holes, can also have small cracks		
<b>Flavour</b>	Complex and lingering		
<b>Aged for</b>	9 months		
<b>Free from</b>	preservatives and additives, flavour enhancers, lactose, gluten, colourings and from genetically modified organisms (non GMO)		
<b>Average nutritional values per 100g</b>	Water	36g	Minerals 4g
	Protein	27g	Calories 418 kcal
	Fat	34,5g	Joules 1735 kJ



## 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.