



# Appenzeller® White Label

A rich and creamy cheese sensation.

One of the most important Swiss cheese specialities comes from the idyllic Appenzellerland with its untouched alpine landscapes and rolling green hills. Just like 700 years ago, Appenzeller® cheese is produced in about 45 village cheese dairies following an ancient craft tradition and recipe that has been handed down from generation to generation. It is made with pure raw cow's milk that comes from cows fed exclusively on meadow grass and hay with no use of additives.

While it ages, every Appenzeller® cheese is treated with the herbal brine on a regular basis and this continues for at least three months for the White Label. The precise composition of the herbal brine is a well-kept secret. This treatment together with an extra portion of cream gives the White Label its characteristic rich and creamy flavour.

The Appenzeller® White Label can be identified by cheese connoisseurs by the white label on the wheel. Its authenticity from the strictly limited area of production between Alpstein and Lake Constance is guaranteed by the casein mark.



# Appenzeller® White label

<b>Origin of the name</b>	Appenzell Inner- and Ausserrhoden, North-Eastern Switzerland												
<b>Production Area</b>	Cantons of Appenzell Inner- and Ausserrhoden, 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 6,7 kg												
<b>Special features</b>	Appenzeller® White Label cheese is made with pure, raw cow's milk without additives.												
<b>Fat content</b>	Min. 55% fat (dry weight)												
<b>Hardness</b>	Semi-hard cheese / sliced cheese												
<b>Rind</b>	Natural, yellow to red-brown, grained												
<b>Cheese colour</b>	Ivory colour to light yellow												
<b>Holes</b>	A few pea-sized holes (3–6 mm), can also have small slits, evenly distributed												
<b>Flavour</b>	Rich and creamy – with an extra portion of cream												
<b>Aged for</b>	3 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 100 g</b>	<table> <tr> <td>Water</td> <td>40 g</td> <td>Minerals</td> <td>4 g</td> </tr> <tr> <td>Protein</td> <td>23 g</td> <td>Calories</td> <td>407 kcal</td> </tr> <tr> <td>Fat</td> <td>35 g</td> <td>Joules</td> <td>1690 kJ</td> </tr> </table>	Water	40 g	Minerals	4 g	Protein	23 g	Calories	407 kcal	Fat	35 g	Joules	1690 kJ
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## Quality mark

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

## Proof of origin

Similar to a DNA test, with the help of lactic acid bacteria samples, the authenticity of every piece of Appenzeller® cheese, no matter how small it is, can now be clearly proven.