

Maureen Reagan

From: Michele Wells [mwells@wellscommunications.net]
Sent: Thursday, February 05, 2009 9:48 AM
To: Michele Wells
Subject: Haystack Mountain Goat Dairy Restructures, Plans New Cheeses

News from Haystack Mountain Goat Dairy

For Immediate Release

Contact: Michele Wells (303) 417-0696

Haystack Mountain Goat Dairy Restructures Management Team

New artisanal cheeses are planned to fuel growth

Longmont, Colo., Feb. 5, 2009 -- Haystack Mountain Goat Dairy, one of the leading artisanal cheesemakers in the U.S., has restructured its management team and has announced plans to develop new small-batch artisanal cheeses at its cheesemaking facility in Longmont, Colo.

The new management structure includes eliminating the CEO position, previously held by Tim Overlie, who left the company this week. Chuck Hellmer, who was named General Manager and Acting President, will manage Haystack Mountain's renewed focus on producing a greater variety of handcrafted artisanal cheeses. Hellmer has been Chief Financial Officer of Haystack Mountain since 2003.

Haystack Mountain wins national awards for its cheeses every year. In 2008, the company's cheeses won top awards for many of its aged goat cheeses in the highly competitive World Championship Cheese Contest, American Cheese Society competition and the American Dairy Goat Association competition.

Haystack Mountain recently introduced Aspen Ash, a new soft-ripened bloomy-rind cheese with vegetable ash. This flavorful, creamy cheese is available in 6-inch rounds that weigh approximately 20 ounces. Aspen Ash is now in national distribution, along with Haystack Mountain's other fresh and aged goat cheeses, through specialty cheese shops and grocery stores nationally.

New cheeses being developed at Haystack Mountain for 2009 include a larger version of its acclaimed Red Cloud washed-rind cheese, a new version of Buttercup, its mixed-milk cheese made with Colorado goat milk and cow milk, and a refined version of Sunlight, an aged raw-milk cheese.

Haystack Mountain also has begun selling cheese direct to the public from its Longmont creamery at 1121 Colorado Avenue, just off of Ken Pratt Boulevard at S. Bowen St. in Longmont.

Haystack Mountain cheeses are handcrafted at the company's creamery in Longmont, Colo. They are sold at restaurants, grocery stores and independent cheese shops throughout the United States. More information can be found at www.haystackgoatcheese.com.

###

