



Savour Pure Winners!

FOR IMMEDIATE RELEASE

December 14, 2007

Natural Pastures wins Ten New National Awards!

COURTENAY, B.C. – Expert judges recently conferred ten new national awards to Natural Pastures Cheeses from the Comox Valley, including a coveted win at the British Empire Cheese Competition hosted by the Central Ontario Cheesemaker Association. Natural Pastures Mozzarella di Bufala is the third place winner of the Class 12 category, Pasta Filata Type of the 2007 British Empire competition, judged with large, leading cheese companies' entries. This is a brand new mozzarella for Canada, as it is the only mozzarella made from the only Canadian herd of water buffalo raised at Fairburn Farms in Duncan.

At the Royal Winter Agricultural Fair, Natural Pastures Cheeses is the small artisan cheese company winning nine 2007 awards in competition with large, cheese corporations; a notable feat in this expertly judged national event. Pacific Pepper Verdelait's 2nd placing led the awards in Category 9, with three additional Natural Pastures Cheeses receiving awards in this category. Similar to all the flavoured Verdelait's, Pacific Pepper is made with local, organically grown ingredients including Paper Lantern habanero peppers. Boerenkaas, Amsterdammer, La Scala, Comox Camembert and Comox Brie all also won awards in their respective categories for a total of nine new RAWF awards.

These ten new awards continue the Natural Pastures Cheese winning reputation, and prestigious recognition of the delicious taste you'll experience. Since 2000 their national and international award wins now total thirty-eight (38).

Interesting is that authentic mozzarella is actually made only of water buffalo milk (according to Italian definition), and that water buffalo are a different mammal specie, entirely, to bison. Natural Pastures Mozzarella di Bufala, as with all their cheeses, is hand-made under the guidance of their Master Swiss cheesemaker Paul Sutter. With Mozzarella di Bufala, the hand-stretched and formed, fresh, tender mozzarella balls are delicious from the unique qualities of the water buffalo milk and from the specialty cheesemaking skills.

"When you taste Natural Pastures cheeses you'll experience the delicious reasons for their 38 prestigious national and international awards. These specialty artisan cheeses are known for having a unique, delicious taste or "terroir", developed from the fresh, pure milk which our pristine soils, waters and pastures produce here in the Comox Valley" comments Edgar Smith, President of Natural Pastures Cheese Company. "We use only fresh milk produced on our selected Farms, which practice sustainable farming and animal stewardship.

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These Heritage Dairy Farms are committed to environmental sustainability, and the natural wildlife habitat has been enhanced. Our enhanced stream habitats raise thousands of wild Coho Salmon each year. Our pure, fresh milk complements our artisanal cheese-making traditions managed by our Swiss Master Cheesemaker.”. Smith notes that “Natural Pastures Cheese Company’s winning cheeses are due in part to the dedication of Master Cheesemaker Paul Sutter, originally from Switzerland where he received traditional Swiss training and professional accreditation and also due in part to the consistent and hard work of all the employees of Natural Pastures’ at our federally inspected production facility in the city of Courtenay. You’re invited to savour pure winners!”

Curious to hear an audio cast interview of Edgar Smith, President? Link to the Pursuit of Pleasure episode from www.naturalpastures.com, where you can view lots of enticing information about Natural Pastures Cheeses and find out where you can buy these delicious award-winning cheeses.

For further information:

Edgar Smith, President

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