

COUTURIER NORTH AMERICA, LLC AND NORSELAND INCORPORATED ANNOUNCE STRATEGIC ALLIANCE

*Specialty Food Brands Launch
Collaboration to Expand Sales and
Marketing Reach*

HUDSON, NEW YORK AND DARIEN, CONN, NEW YORK AND CONN., UNITED STATES, September 15, 2015 /EINPresswire.com/ -- Hudson, New York and Darien, Connecticut (September 15, 2015) - [Couturier](#) North America, LLC and [Norseland](#), Incorporated are excited to announce the formation of a Strategic Alliance for the sales, marketing, and distribution of all Couturier brands including Couturier®, Merci Chef®, and Capra®.

Couturier North America, LLC will join Norseland's group of premier specialty brands, namely, Jarlsberg® and Jarlsberg® Lite, along with Snøfrisk®,



Pierre Guerin, President of Couturier LLC. and John Sullivan, President and CEO of Norseland Incorporated.

Ski Queen®, Ilchester®, Volpi® American crafted cured meats, García Baquero® traditional Spanish cheeses, Lotito® Gabriella fine Italian cheeses, Caves of Faribault's Amablu®, Amagorg®, St. Pete's®, St. Mary's, and, Old Amsterdam® Aged Gouda.

“

We are so pleased to have Couturier North America, LLC in this exciting alliance with Norseland. We look forward to adding their incredible brands to our portfolio.

*John Sullivan, President and
CEO of Norseland
Incorporated*

This exciting new alliance will become effective November, 2015, and all sales, marketing, distribution, and logistical responsibilities will transfer to Norseland for all market segments. Additionally, Norseland's sales force and combined broker network will begin presenting promotional programs to all segments of the trade.

“This partnership is a great opportunity for Couturier North America to continue to grow our market share in the U.S. market to become one of the leading brand of goat cheese in the next five years,” says Pierre Guerin, President of Couturier LLC. “Norseland is the most qualified company when it comes to specialty cheeses. They have a very strong knowledge and master all aspects from marketing to logistics. We are very

excited with this new challenge and we expect a lot from this alliance.”

“We are so pleased to have Couturier North America, LLC in this exciting alliance with Norseland,” said John Sullivan, President and CEO of Norseland Incorporated. “We look forward to adding their incredible brands to our portfolio.”

The new powerful venture offers an exciting opportunity for the growth of all the specialty products in the alliance. Each outstanding specialty brand will be strengthened through joint advertising and promotional programs. Both Couturier North America and Norseland’s portfolio of brands bring to the table a rich history of cheese-making and specialty cheese, linked to very specialized techniques and processes.

For information on Couturier North America, visit www.couturierna.com. For information on Norseland Incorporated, visit www.norseland.com.

About Couturier NA

Couturier NA is the U.S subsidiary of Eurial, leader of the French goat cheese market and one of the largest goat milk collectors in the world. Since 2012 the company has produced goat cheese in Hudson, NY and imports a variety of French specialty cheeses. Couturier brand has been America’s favorite goat cheese since 1982.

About Norseland, Inc.

Norseland, Inc., a wholly owned subsidiary of TINE SA (a cooperative of more than 13,000 dairy farmers in Norway and its largest producer, distributor and exporter of dairy products) is the exclusive importer, sales and marketing agent for the Jarlsberg® cheese and several other premium specialty food products in the United States. Headquartered in Darien, Connecticut, Norseland utilizes a national network of over 500 highly qualified, professional food brokers as its extended sales force to assist in the capacity of its product portfolio sales, promotion and merchandising.

Diane Lilli
Bender Group
973.744.0707
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.