

PARMAREGGIO® AND NORSELAND, INC. ANNOUNCE STRATEGIC ALLIANCE

*Specialty Food Companies Launch
Collaboration to Expand Sales and
Distribution*

DARIEN, CONNECTICUT , UNITED
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Darien, CT (December 22, 2016) – Parmareggio®, the maker of the renowned Italian [Parmissimo®](#) brand of Parmigiano Reggiano cheese and a co-operative of manufacturers and dairies, together with [Norseland](#), Inc., the exclusive importer of Jarlsberg® cheese and a leading marketer of specialty food products in the US, announced the two companies have entered a partnership effective January 2017.

This exciting new alliance will accelerate sales growth of Parmissimo® and strengthen both companies' brand positions in the US market.

"This partnership compliments our premium brand portfolio," says John J. Sullivan, CEO & President of Norseland, Inc. "Parmissimo® represents a company with strong values, deep rooted in tradition and quality".

"Norseland has a dominant position in America in the specialty cheese market," says Ivano Chezzi, President of Parmareggio. "Parmareggio, the main producer of Parmigiano Reggiano in the world, is proud to be alongside Norseland who, just like us, believes in the values of cooperation to enhance the Parmissimo® brand of Parmigiano Reggiano cheese in the US market."

For information on Parmareggio, visit <http://www.parmissimo.it>. For information on Norseland, visit www.norseland.com.



From left to right: John J. Sullivan, CEO & President of Norseland, Inc. and Ivano Chezzi, President of Parmareggio.

About Parmareggio®

Parmareggio was founded in 1983 in Montecavolo di Quattro Castella (Reggio Emilia), on the hills around the area of origin of Parmigiano Reggiano, and became a world leader in the production and sale of Parmigiano Reggiano cheese over just a few years.

In 2004, the Modena-based Granterre Consortium acquired a majority stake. The Granterre Consortium is a cooperative that includes 36 dairies which produce Parmigiano Reggiano, thereby representing more than 600 farms (which produce the milk). Parmareggio has two production plants (the main plant in Modena, near the Headquarters, and one in Montecavolo) in which it makes the wheels of Parmigiano Reggiano. Innovation has been an essential element that has allowed for the development of new products through intensive research activities and, more importantly, new consumption occasions for Parmigiano Reggiano.

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, marketing and distribution agent for Jarlsberg® cheese, Snøfrisk®, TINE Brunost Collection™, Ilchester®, García Baquero®, Lotito®, Gabriella®, Caves of Faribault®, Old Amsterdam® and Couturier®. Headquartered in Darien, Connecticut, Norseland has national distribution across supermarkets, mass merchants, club stores, food service and convenience stores.

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