

LA CASA DEL FORMAGGIO

THE QUALITY CHEESE MAKER

FOR IMMEDIATE RELEASE

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South Australian Cheese Manufacturer, La Casa Del Formaggio Celebrates its 20th Birthday!

December 2008, marks South Australian Company, La Casa Del Formaggio's 20th Anniversary.

La Casa's founder, Gerry Cicchiello, the Managing Director, Claude Cicchiello and the entire La Casa team of over 50 staff celebrated and reflected on the company's growth to date.

La Casa Del Formaggio opened its doors in 1988 through the efforts of Gerardo and Rosa Cicchiello. Gerardo was raised in southern Italy and in 1964 he married Rosa and came to Adelaide, South Australia. Over time, he longed for the food he grew up with in Italy and wanted to pass on the tradition of cheese making. With this in mind and without any experience or formal business training, he opened a business in 1984 primarily selling home made continental products. Rosa began to make Traditional Ricotta in her kitchen and sell it through the continental store. The customer response was so overwhelming the couple decided to focus on cheese making and in 1988 La Casa Del Formaggio was born.

Back in 1988, approximately 200 kilograms of fresh cheese was made by hand each week in a small kitchen, compared to today, over 30,000 kilograms each week! In 2008 La Casa's cheese is manufactured in a

purpose built first class facility with export capabilities at Glynde, South Australia. La Casa's Bocconcini products are currently the market leader in the Bocconcini category and are available in Coles, Woolworths, Independent Supermarkets and many gourmet delicatessens.

Claude and Marisa, two of Gerardo and Rosa's children became involved in the business in the early 90's, with Claude now assuming the role of Managing Director. In 2008, La Casa Del Formaggio continues to innovate and develop new products as the business continues to grow rapidly. La Casa is proud of their Italian heritage and traditional values and this love for cheese shows through in the high quality, great tasting Italian cheeses they produce.

20 years is a significant achievement for La Casa Del Formaggio and the entire La Casa Del Formaggio team was proud to be involved in such an exciting milestone for the South Australian business.

Congratulations La Casa!

For more information on La Casa Del Formaggio's cheeses, visit www.lacasa.com.au or call (08) 8336 2020.

