



For Immediate Release

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**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, Connecticut (September 15, 2015) - Couturier North America, LLC and Norseland, Incorporated are excited to announce the formation of a strategic alliance. Effective November 2015, all sales, marketing, and distribution of Couturier brands including Couturier®, Merci Chef®, and Capra®, along with logistical responsibilities, will be handled by Norseland for all market segments.

Couturier will join Norseland's group of premier specialty brands, namely, Jarlsberg® and Jarlsberg® Lite, along with Snøfrisk®, 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. Couturier's and Norseland's portfolios of brands, respectively, bring to the table a rich history of cheese-making and specialty cheese, linked to very specialized techniques and processes.

The new alliance is expected to bolster Couturier's share of a US goat cheese market which is growing annually by double digits. Couturier also expects the alliance to expand its footprint in New York State.

Hudson Valley Creamery, LLC, Couturier's production company, already has been producing goat cheeses at its plant in Hudson, NY since 2012. Couturier and HVC have worked closely with the State, Columbia County and other key agencies and officials for over a year to establish

large scale goat farming in the region. During the next several months, Couturier and HVC plan to expand the plant to process locally sourced goat milk.

This expansion and the strength of the Norseland alliance hopefully will lead to the creation of more jobs in New York and Columbia County and more opportunities for the State and its resurgent dairy industry.

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

About Couturier

Couturier is the U.S subsidiary of Groupe Eurial, leader of the French goat cheese market and one of the largest goat milk collectors in the world. Since 2012, Couturier has been producing goat cheese in Hudson, NY. Couturier continues to import a wide variety of French specialty cheeses. Couturier® has been America's favorite goat cheese since 1982.

About Norseland

Norseland, 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.