



Since 1916



Le Gruyère AOP.

«Le Gruyère Switzerland AOP» represents a long tradition of cheese making which started in the early 15th century close to the medieval city of Gruyères in Switzerland...

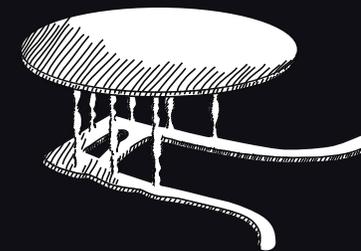
Today small farms with average herds of about 26 cows produce milk brought to small village dairies twice a day right after each milking, within a 20 km radius. Cows are fed with fresh, non-GMO food such as grass during summer and hay during winter seasons, all produced in Switzerland.

A master cheese maker then transforms fresh milk into «Gruyère» cheese once a day in average quantities of 13 wheels. In typical traditional heritage, «Le Gruyère AOP» is produced 365 days a year, from raw milk exclusively.

Production process and recipe are still the same as they were back in the 15th century. No additives are used at either stage: milking, cheese making or ripening. «Le Gruyère Switzerland AOP» is naturally lactose-free and gluten-free. Cheese wheels are carefully aged by master cheese makers and never leave their own climate.

Every month, first quality wheels of cheese are awarded «AOP» or «PDO» designation after thorough grading of each cheese maker's monthly production, and become «Le Gruyère Switzerland AOP».

«Le Gruyère Switzerland AOP» is matured for a minimum time of 5 months.

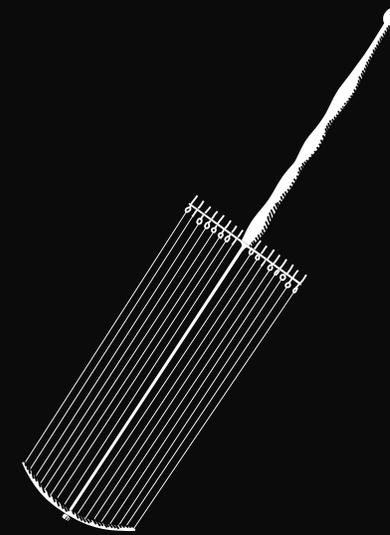


Le Gruyère AOP «Réserve».

«Le Gruyère Switzerland AOP Réserve» is matured by Fromage Gruyère S.A. for a minimum time of 10 months, up to 15 months or more...

«Le Gruyère Switzerland AOP Réserve» provides a stronger and more complete tasting experience.

Paste, textures, flavors and looks make the older «Réserve» an excellent balance between character and subtleness, pleasing cheese connoisseurs and new tasters at the same time.



1655®

Le Gruyère AOP.

**If you have never tasted 1655®,
you don't know what «real Gruyère» is.**

Some of the first written evidence of Gruyère cheese being produced in our mountains goes back to...1655...

Today 1655® is the selection of the best Gruyère AOP dairies out of the total 170 across Switzerland, rewarding exceptional quality and know-how from our country's finest cheese makers.

The excellence of these cheese makers is sublimed by maturation (*affinage*) using a very rare mountain salt produced in the 500 year-old Salt Mines of Bex, Switzerland. This salt is extracted using pure water from Glacier «*Les Diablerets*», above the Mines.

1655® continues our country's exclusive and traditional heritage in cheese making.

Exclusive ripening or «*affinage*» of this exceptional cheese by Fromage Gruyère S.A. is minimum 12 months, enabling all its richest mineral and floral flavors to develop, while providing us with an incredibly refined cheese tasting experience.





VERRE ALPAGE

Le Gruyère d'Alpage AOP.

Proof that tradition can survive untouched.

Today, «*Le Gruyère d'Alpage AOP*» inherits of many centuries of cheese making in Switzerland, in its purest and unchanged form.

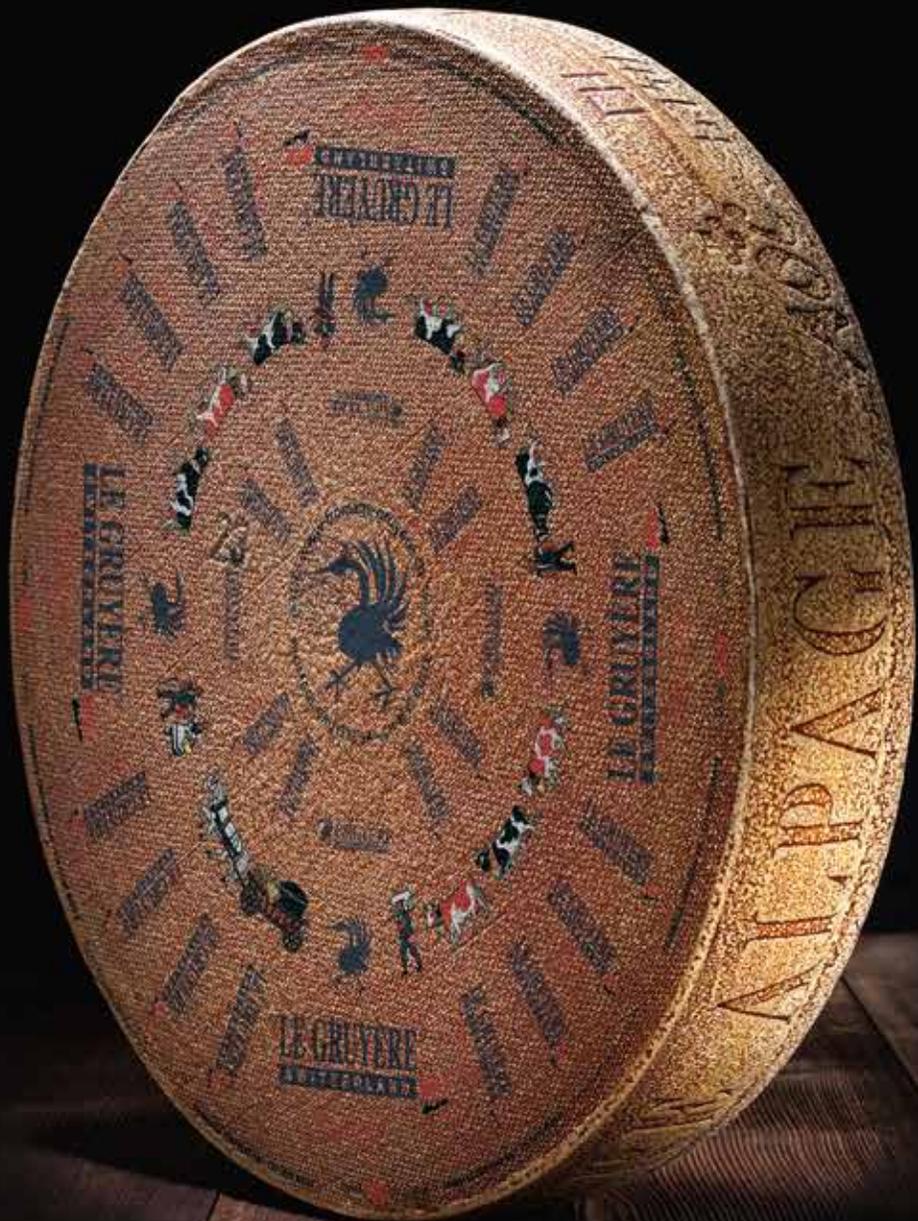
Each May, small groups of farmers and cheese makers practice *transhumance*, leading their cows high into the mountains from their surrounding valleys.

These groups move from various chalets throughout the summer, moving higher and higher until their descent back to the valleys in the early fall.

The cows' foraging of local flora is crucial practice for maintaining the Alpine landscape.

This exclusive Alp cheese is still cooked over an open fire place as it was made in the beginning, back in the 15th century, far away from the modern world.

Ripening or «*affinage*» of this cheese by Fromage Gruyère S.A. for up to 15 months enable supply all year round... in limited quantities.







La Gruyère.

Always look out for the Crane on our cheeses!

The Crane appeared as heraldry of the Counts of Gruyères around the 13th century, although the history of the County goes back to the 12th century.

Their castle can still be visited today in the medieval city of Gruyères where we can find many occurrences of the heraldry on paintings, tapestry, coins, windows, flags...

This bird was, according to some sources, chosen as a symbol for longevity and fidelity.

Today, this emblem is still used as a flag for the medieval city of Gruyères, for county La Gruyère (Fribourg, Switzerland) and also as a logo by our company.

This traditional emblem is still widely respected in our region as historical heritage.





Affinage.

Ingredients: patience and experience.

Our company has been ripening Gruyère AOP for more than a century, rooted in the heart of our region's green hills, at 800 m / 2'600 ft. above sea level.

Each day, the affineur walks through his cellars where he gives all his attention to each cheese's subtleties, origin and history.

After several months on our cellars' spruce shelves, the cheese wheels will have absorbed all of our traditional know-how, necessary ingredient to meet highest quality expectations.

Affinage in a Gruyère AOP-characterized environment with both care and cellar climate specific to this cheese also provide ideal ingredients for outstanding results.



Fromage Gruyère S.A.

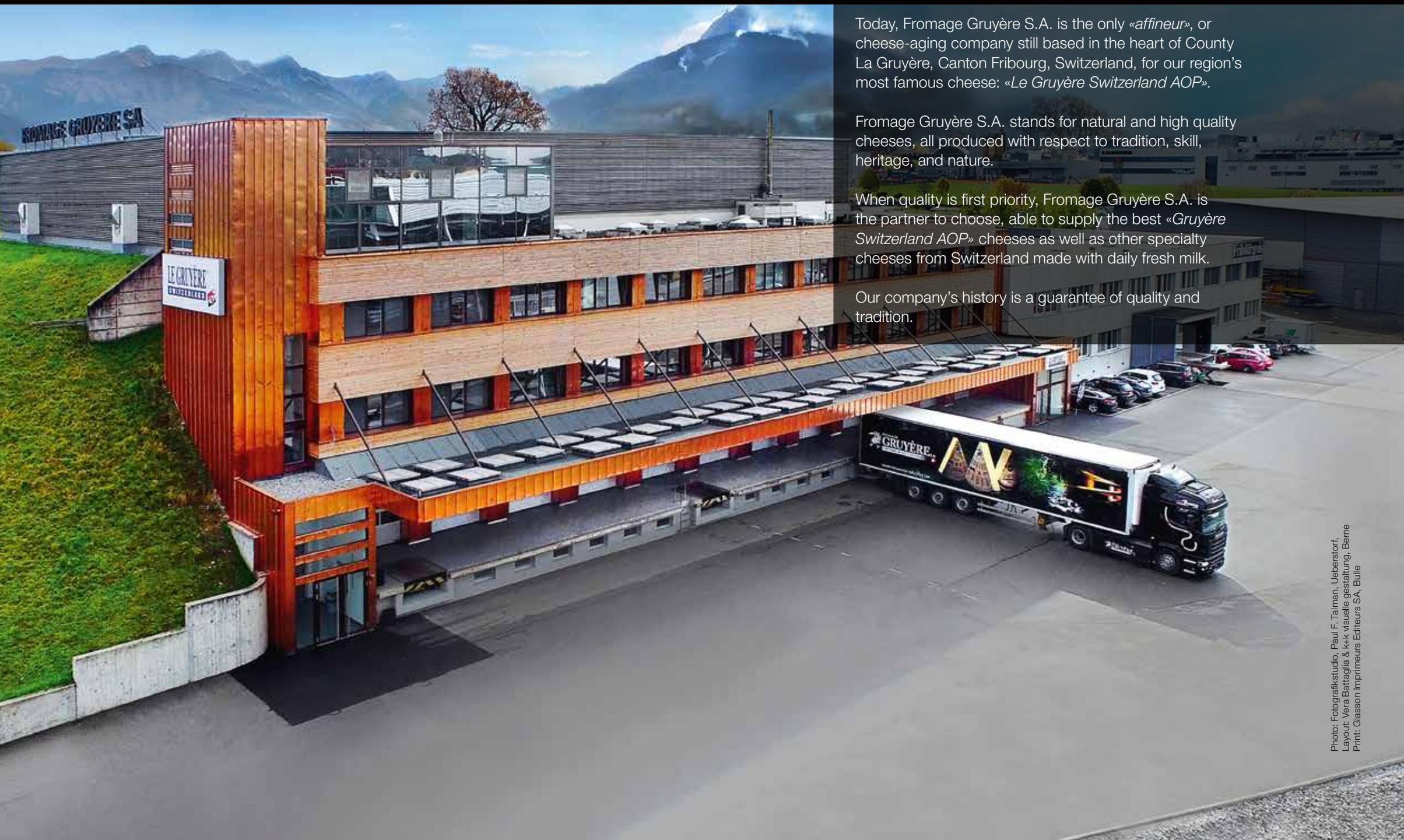
Fromage Gruyère S.A. was founded in 1916 as an effort to unite forces to supply cheese from regional dairies to Swiss population during World War One.

Today, Fromage Gruyère S.A. is the only «*affineur*», or cheese-aging company still based in the heart of County La Gruyère, Canton Fribourg, Switzerland, for our region's most famous cheese: «*Le Gruyère Switzerland AOP*».

Fromage Gruyère S.A. stands for natural and high quality cheeses, all produced with respect to tradition, skill, heritage, and nature.

When quality is first priority, Fromage Gruyère S.A. is the partner to choose, able to supply the best «*Gruyère Switzerland AOP*» cheeses as well as other specialty cheeses from Switzerland made with daily fresh milk.

Our company's history is a guarantee of quality and tradition.





FROMAGE GRUYÈRE S.A.
Zone Planchy 1
CH-1630 Bulle, Switzerland

Tel: +41 26 919 63 30
info@fromage-gruyere.ch
www.fromage-gruyere.ch

