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SWISS PETIT GRUYÈRE CHEESE.

The term "Swiss Cheese" is so well known in this country that it may be of general interest to devote some space to the export trade in this commodity, which has grown up in relatively recent days and has now come to be one of the principal branches of the Swiss dairy produce industry.

The actual export of the famous Swiss Emmenthal cheese dates back to the fifteenth century, and by the seventeenth it was being shipped to nearly every part of the then civilised world. Foreign merchants used to buy direct from the Swiss manufacturers, the cow-keepers themselves, and only later from the dairies which were established in the Alpine valleys. There then came into existence in Langnau and Burgdorf, that is to say, in the beautiful valley of the Emmenthal itself, and in Lucerne and Beckenried and in the Bernese Oberland the first export firms, and these gradually developed into a virtual guild of cheese-mongers. The extraordinarily fertile nature of the Swiss pastures soon made it possible to develop the export of cheese to a position of importance among Switzerland's export industries. During the last century, and especially under the stimulus of the extraordinary conditions of war-time, comprehensive trade organisations grew up. Producers and exporters merged their interests, without, however, touching the independence of the various exporting firms, which continue to work the foreign markets and sell their products individually. Even before the war, but in a more marked degree since the resumption of regular exports of Emmenthal cheese, there was in almost every market a demand exclusively for the well-known Gruyère cheese with the large holes. The natural result of this demand was the mounting up in Switzerland of increasing stocks of high-grade cheese with small or medium holes which was not regarded as suitable for export. This fact, however, provided the necessary stimulus to the Swiss dairymen and to the cheese exporters in particular to discover some method of marking the finer-grained variety, which both in aroma and in fat-content equals, even if it does not surpass, the better-known Emmenthal.

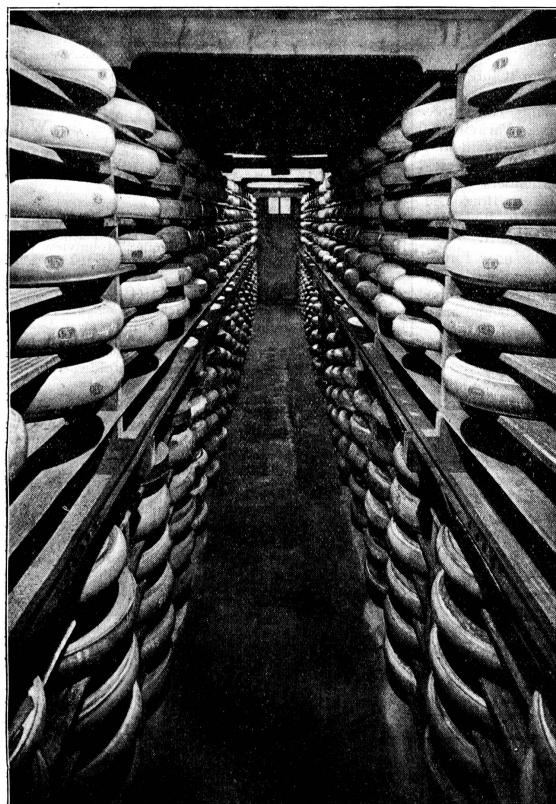
This problem was solved by the admirable expedient of packing the cheese in cardboard boxes, a method which not only commended itself to the Swiss exporter, but met the particular require-



FARMERS DELIVERING "EMMENTALER."

ments of the retailer and consumer abroad. After exhaustive research and careful technical preparation a few Swiss firms, among which attention may be specially called to that of Roethlisberger & Fils in Langnau (Emmenthal), with the famous "Tiger Brand," succeeded in turning out a product of the finest Emmenthal cheese which meets every requirement as a firm and at the same time delicately flavoured commodity. By a special process the firm we have mentioned has succeeded in solving the most difficult problem of reproducing that nutty flavour so characteristic of the real Emmenthal cheese in this specially packed variety. Their product combines in itself all the advantages by which the Swiss boxed cheese has won itself so invidious a position in the world's markets. It has almost unlimited firmness, great nutritive value and is easily digested. It is packed in round cardboard boxes holding half-a-pound each, either in one single piece or divided into six portions. Each section is packed in a single sheet of tinfoil, and as this is absolutely air-tight, all odour is eliminated. Nothing is wasted in consumption. The cheese is packed without ever being touched by the human hand. Roethlisberger & Fils' factory is the only establishment of its kind in Langnau, the real centre of the Emmenthal cheese trade. The plant conforms to every requirement of modern hygiene and is of the highest possible output capacity. The firm's staff of experts can provide fully for the needs of the most fastidious customer. It is, therefore, not surprising that the firm's speciality has already, in a relatively short space of time, gained a dominating position in foreign markets. Regular large shipments of the "Tiger Brand" cheese are now being sent to South America, the tropical parts of Africa, the Far East and especially to Australia and the United States of America.

The firmness of the cheese makes it possible to export it to districts to which, a short time ago, there could be no question of sending Swiss cheese on account of climatic conditions. The importance of this kind of cheese for the British market is shown by the official Swiss export returns, which show that in last August alone nearly 1,100 cwt. was shipped to Great Britain. The popularity it has already attained is in itself sufficient evidence of the advantages it offers both to the retailer and to the consumer. It was only to be expected that at the Swiss Agricultural Exhibition, recently held in Berne, this product received the highest awards and carried off the gold medal, while "Tiger Brand" cheese in boxes also received the highest mention at the Swiss Foods Exhibition in Lucerne in 1923 and at similar exhibitions in Milan, Zagreb and Brindisi in 1925.



A CORRIDOR IN THE CHEESE STORE-ROOM.

"TIGER" BRAND SWISS PETIT GRUYÈRE CHEESE

Manufactured by Roethlisberger & Fils, Langnau, Emmenthal, Switzerland.

In boxes of $\frac{1}{2}$ lb. nett weight, 6 sections in each, or whole cake.

"Tiger" Brand Gruyère Cheese has a worldwide reputation based on *unvarying* high quality.

To be obtained from all the leading Stores, Grocers and Provision Merchants.



"Tiger" Brand keeps in perfect condition for at least six months

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