



Original. Different.

media information

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Outstanding cult cheese

Super Gold for "Der scharfe Maxx"

After winning Gold three years in a row, "Der scharfe Maxx" came away with the top honor at this year's World Cheese Awards – Super Gold. The tangy cult cheese from the Studer specialty cheesery convinced the expert jury with its incomparable taste.

A major global event spanning more than three decades, the World Cheese Awards bring together cheesemakers, retailers, buyers, consumers and food critics worldwide. The 32nd edition of the event took place in Bergamo, Italy and set a new record with 3804 cheeses submitted.

Tangy serial champion

"Der scharfe Maxx" evidently left the jury of the World Cheese Awards with a lasting impression: a product of the Studer specialty cheesery, the cult cheese won gold medals in 2016, 2017 and 2018, while 2019 saw "Der scharfe Maxx" singled out for the Super Gold title – making it one of the 84 best cheeses in the world.

Since first taking a bow in 2003, "Der scharfe Maxx" has made many friends with its assertive style and unconventional appearance. Made with attention to detail and made with Swiss raw milk, "Der scharfe Maxx" is a natural, aromatic and exceptionally tasty cheese for aficionados. Its melt-in-the-mouth consistency and tangy taste make it an unforgettable feast for the palate – just like a Super Gold cheese should be.



Caption

Serial champion: following three Golds in 2016, 2017 and 2018, "Der scharfe Maxx" picked up a Super Gold at the 2019 World Cheese Awards.

Käserei Studer a portrait

The Studer specialty cheesery

1929 saw the first generation of the Studer family take over an Emmentaler Käserei, a cheesery in Hatswil founded in 1867. In 1992 the third generation of the Studer family switched production to Appenzeller cheese and successively added their own cheese creations to the product line. This signaled the beginning of the success story of the Studer specialty cheesery. By focusing on regionality and innovation, combined with traditional cheesemaking and modern technology, the cheesery has since been creating high-quality cheese specialties with that certain indefinable something – true to the maxim "Original. Different.". Offering a perfect taste experience, brands such as "Der scharfe Maxx", "Maxx 365", "Füürtüfel" and "Alter Schweizer" have long since established themselves as favorites among cheese lovers.