



SOFI™ GOLD AWARD FOR POINT REYES FARMSTEAD Point Reyes Bay Blue named Outstanding Cheese

Point Reyes, CA (July 1, 2015) – Point Reyes Bay Blue has earned the Specialty Food Association’s (SFA) top honor: the Gold sofi Award in the Cheese Category.

Point Reyes Bay Blue was one of 125 Finalists selected by a national panel of specialty food professionals from 2,771 entries across 32 Award categories. Winners were announced June 29, 2015, at the Summer Fancy Food Show in New York City.



“We are thrilled and honored to win Best Cheese / sofi Gold,” said Bob Giacomini, Co-Owner of Point Reyes Farmstead. “The award is a testament to the continued hard work and focus of our entire team at the farm. We knew this cheese was special when it was first released in 2012. With layers of flavor that start out savory and end with a hint of salted caramel sweetness, Bay Blue is truly one-of-a-kind.”

Known for award-winning, hand-crafted artisan cheese since 2000, Point Reyes Farmstead Cheese Company’s flagship product is Original Blue (*2011 sofi Best Cheese*). In recent years, the company introduced Toma (*2013 sofi Best Cheese*) and Bay Blue (*2013 sofi Best New Product*). The Point Reyes Farmstead product line is available nationally at independent cheese shops and specialty chains as well as at www.pointreyescheese.com.

“A sofi is the highest honor for products from our members. The honor means the product is simply the best in its category,” says SFA President Ann Daw. Learn more about the 2015 sofi Winners at www.specialtyfood.com/sofi.

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