



**Point Reyes Original Blue Cheese™ wins 2011 sofi™ Gold Award  
for Outstanding Cheese or Dairy Product  
from the National Association for the Specialty Food Trade**

Point Reyes, CA (July 14, 2011) – Point Reyes Original Blue Cheese was named Outstanding Cheese or Dairy Product of 2011 in the 39th sofi™ Awards competition from the National Association for the Specialty Food Trade, Inc. The sofi Awards recognize excellence in specialty foods and beverages and are a coveted industry honor. “sofi” stands for Specialty Outstanding Food Innovation.

Original Blue Cheese was one of [125 Silver Finalists](#) selected by a national panel of specialty food experts from a record 2,236 contenders across 33 Awards categories. [Gold Winners](#) were announced at the 57<sup>th</sup> Summer Fancy Food Show in Washington, D.C., at a red-carpet ceremony hosted by Celebrity Chef Cat Cora.

“We are thrilled the judges picked Original Blue,” said Bob Giacomini, owner of Point Reyes Farmstead. “After 11 years of making Original Blue, this was the first year we entered the sofi competition. To win based on industry vote is incredibly rewarding for us.” Giacomini, together with his wife and four daughters, founded Point Reyes Farmstead Cheese Company on their family dairy in 2000. Original Blue Cheese is the flagship product of the company, which is also known for Point Reyes Toma, a buttery flavored table cheese, released to market in 2010. The Point Reyes Farmstead product line is available nationally at independent cheese shops and specialty chains as well as at [www.pointreyescheese.com](http://www.pointreyescheese.com).

The sofi Awards are open to members of the NASFT, a trade association established in 1952 with more than 2,700 members throughout the U.S. and abroad. “Amid the most competitive year ever for the sofi Awards, the 33 Gold Winners stand out as great examples of the creativity and commitment to quality that are the foundation of the specialty food industry,” says Ann Daw, president of the NASFT.

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