



TILLAMOOK COUNTY CREAMERY ASSOCIATION
Producers of genuine "TILLAMOOK CHEESE"

Tillamook[®]

FOR IMMEDIATE RELEASE

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**Tillamook County Creamery Association Announces its 2008
Broker of the Year**

TILLAMOOK, Ore. – MARCH 13, 2009 – The 20th Annual Tillamook County Creamery Association (TCCA) Broker Meeting took place Feb. 17-19, in Rancho Mirage, Calif., where Adam Zinsmeister of Advantage Sales and Marketing in Ohio, and the Kroger team were awarded TCCA's 2008 National Broker of the Year recognition.

"Adam and the Kroger team did a great job representing the Tillamook brand corporately at Kroger Cincinnati while at the same time coordinating efforts with the brokers in the individual regions," said Jay Allison, TCCA's vice president of sales and marketing. "He exceeded budget expectations and worked very hard to increase the Tillamook brand exposure in his core market."

TCCA's management, and sales and marketing teams meet with the cooperative's broker network every year, providing the brokers an update on the cooperative and dairy industry, and to set goals for the coming year. There were 29 brokers in attendance, representing the retail, food service and service deli sectors.

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The Tillamook County Creamery Association, formed as a cooperative in 1909, has earned a reputation as one of the nation's premier brands of cheese. Tillamook is a national marketer of naturally aged cheddar and a variety of other cheeses, butter, and an extensive line of premium ice cream, sour cream and yogurt. The cooperative celebrates its 100 year anniversary in 2009.

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