

**FOR IMMEDIATE RELEASE**

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**You Can Chuckle When the Truckles Roll, Just Don't Stand in the Way**

SEATTLE – April 17, 2007 – To launch the Third Annual Seattle Cheese Festival off on the right wheel, a “Rolling of the Truckles” will pit men against cheese. A truckle is a barrel-shaped cheese that’s taller than it is wide. Rolling one of these cylinders requires a special cheese spatula and, perhaps, a sense of humor.

Eighteen-pound truckles of Flagship Reserve produced by Beecher’s Handmade Cheese – a Founder sponsor of the Cheese Festival will test the skill and coordination of chef Thierry Rautureau, of Rover’s restaurant; Kurt Beecher Dammeier, of Beecher’s Handmade Cheese; and several members of the Granite Curling Club. John Maynard, a Seattle radio personality, will announce the play-by-play for this event, which debuts on the brick street at Pike Place Market. The race starts at the market’s famous bronze pig, Rachel, and finishes outside of Beecher’s Handmade Cheese.

**Rolling of the Truckles**

**Time:** 10 a.m.

**Date:** Saturday, May 19, 2007

**Place:** Pike Place Market on the brick street between Rachel the pig and Beecher’s Handmade Cheese

First held in 2005, the Seattle Cheese Festival is a non-profit organization that educates about artisanal and farmstead cheeses, and supports specialty cheese producers. To learn more about the Seattle Cheese Festival and for a complete list of seminars and classes, visit [www.seattlecheesefestival.com](http://www.seattlecheesefestival.com).

Beecher’s Handmade Cheese is Seattle’s own artisan cheesemaker, producing a line of pure, all-natural food products. The Company operates its cheesemaking kitchen, retail store and deli in Seattle’s historic Pike Place Farmers Market. For more information, visit [www.beecherscheese.com](http://www.beecherscheese.com).