



# DCI Cheese Company Launches Two New Flavors of Nikos Feta Cheese

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*DCI Cheese Company will be launching two new Nikos® feta cheese flavors, Peppercorn and Mediterranean, at the Winter Fancy Food Show in San Diego, January 13-15, 2008 (Booth #4401).*

PR9.NET January 02, 2008 - Moonachie, NJ – DCI Cheese Company is proud to announce the launch of two new Nikos® Feta cheese flavors. The addition of the new flavors is due in part to the rising popularity of feta cheese, accounting for 7% of national self-serve deli sales\*. Nikos® is ranked among the top 10 branded feta cheeses\* and is made from cow's milk, making it milder than sheep's milk feta. It has those traditional qualities that consumers like, the flavor is tangy and the texture is crumbly.

DCI Cheese Company will be launching the two new Nikos® feta cheese flavors, Peppercorn and Mediterranean, at the Winter Fancy Food Show in San Diego, January 13-15, 2008 (Booth #4401). The Mediterranean Feta includes flavors such as tomato, basil, oregano, garlic, and lemon juice. All varieties of the Nikos® Feta, including the traditional flavor and tomato basil, are offered in 8 ounce exact weight packages, 7 – 9 ounce random weight packages, and 6 ounce crumble cups.

DCI Cheese Company has also unveiled a new, more contemporary look and packaging label for the Nikos® brand to celebrate its continued success in the market. The new labels utilize a Grecian font, the tagline 'Robust Mediterranean,' and stylized pictures of a Greek pillar and a rolling Mediterranean ocean wave to reflect the rich heritage of this cheese category. The new packaging also features a signature color of either blue, red, purple or green to designate each individual flavor. DCI will begin rolling out the new label designs in late 2007 with a complete change over scheduled for early 2008.

"Nikos® Feta Cheese has been a favorite among U.S. consumers since it was launched in the early 1990's," says Debbie Seife, Director of Marketing for the import division of DCI. "By adding two new flavors and giving the packaging a new look, we are celebrating the consistent growth in sales of this top brand; it's a Mediterranean favorite."

## About DCI Cheese Company

Headquartered in Richfield, Wisconsin, DCI Cheese Company is a leading import and domestic cheese and prepared food company. DCI products can be found in restaurants, grocery stores, club stores, and specialty shops across the country. The DCI Cheese Company family has over a century of collective specialty food experience in the industry and was originally founded to provide marketing support for small to medium-size specialty food suppliers. Today, DCI has evolved to comprise a portfolio of leading company-owned brands, dedicated supplier partnerships, and consolidation capabilities that enable the company to offer customized, full-service deli programs.

The import division of DCI is located in Moonachie, New Jersey. For corporate information, please visit [www.dcicheseeco.com](http://www.dcicheseeco.com).

\* Perishables Group, AC Nielsen 52 weeks ending 1/27/07

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## About Skye Communication, LLC

Skye Communication specializes in high-end and corporate public relations, promotions and marketing. We pride ourselves on building effective communication campaigns for our clients, with both strategic and creative foundations that can grow with their needs and the ever-changing media market.

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