



2025 Championship Cheese Auction

5:30 p.m. Wednesday, April 16 | Alliant Energy Center Exhibition Hall

Featuring Tim Slack Auctioneers, [TimSlackAuctionRealty.com](https://www.TimSlackAuctionRealty.com)

Welcome Bidders!

Join us for the Auction Event of the year: the sale of Gold Medal products from the 2025 United States Championship Cheese Contest at the Novonesis Reception at CheeseCon!

Your generous bids fuel amazing investment in the dairy industry. Following a successful Auction in 2024, the WCMA Board of Directors has guided \$200,000 from generous bidders to three exciting programs focused on the future:

- In December, WCMA's five student scholarships for dairy processors' and supplier members' families were enhanced to \$5,000 per student.
- In February, WCMA announced the formation of a new fund at the University of Wisconsin-River Falls to support dairy operations, training staff, and research at the new dairy pilot plant — the Wuethrich Family/Grassland Dairy Center of Excellence — and provided a seed donation of \$90,000.
- In March, WCMA announced a \$100,000 seed gift dedicated to the Center for Dairy Research — the start of a new fund supporting research, equipment, graduate students and other Center goals.

This exciting new giving joins a three-decade tradition of Champion Cheese Auction support for the future of the dairy industry. Auction funds also fuel improvements in our Championship Cheese Contests; growth of WCMA's popular training programs for dairy manufacturers and suppliers; support for the Collegiate Dairy Products Evaluation Contest; and the original donations that sparked construction of the world-class Center for Dairy Research facility in Madison, the Wuethrich Family/Grassland Dairy Center for Excellence at UW-River Falls and the South Dakota State University dairy pilot plant.

Altogether, WCMA has invested \$1.75 million in the industry's future, thanks to our generous bidders.

So, join us for an Auction that uplifts the entire dairy industry, and earns you the best tasting cheese and dairy in the world. And we'll add commemorative shirts for winning bidders and prominent advertising of your winning bids in the dairy industry media.

Tips for Auction Bidders

- Visit the Auction stage starting at 5:00 p.m. to grab a bidding paddle with your company name.
- Bids during the Auction are made on a **per-pound basis**. The total pounds of each item for bid are noted below each item number. Many items have multiple cheeses.
- Successful bidders must arrange payment details immediately following the Auction at the Auction supervisor's table.
- Auction items can be shipped to winning bidders. However, WCMA encourages bidders to pick up their items on Thursday, April 17; 8:00- 10:00 a.m. or Friday, April 18; 8:00- 10:00 a.m.



2025 ITEMS FOR BID

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| Item #1 | Awesome Arena |
| 6 lbs | Pepper Jack Deli, Team Arena, Arena Cheese, Arena, WI |
| Item #2 | Luscious LaClare |
| 10 lbs | Original Goat Cheese, Robert Garves, LaClare Creamery, Malone, WI |
| Item #3 | Titan Tillamook |
| 10 lbs | Hickory Smoked Cheddar, Tillamook, Tillamook, OR |
| Item #4 | Fantastic Kraft |
| 10 lbs | Philadelphia Whipped Chipotle Cream Cheese, Philadelphia, Kraft Heinz Company, Lowville, NY |
| Item #5 | Luminous Litehouse |
| 6 lbs | Litehouse Simply Artisan Gorgonzola, Litehouse Simply Artisan Team, Litehouse, Inc., Sandpoint, ID |
| Item #6 | Cabot, Nab It! |
| 40 lbs | Cabot Mild Cheddar , Team Middlebury, Cabot Creamery Cooperative, Middlebury, VT Cabot Medium Cheddar , Team Chateaugay, Cabot Creamery Cooperative, Chateaugay, NY Cabot Seriously Sharp Cheddar , Team Cabot, Cabot Creamery Cooperative, Cabot, VT Cabot Creme Fraiche , Team Cabot, Cabot Creamery Cooperative, Cabot, VT Cabot Mac & Cheese Shreds , Great Lakes Cheese & Cabot Creamery Cooperative, Cabot, VT Cabot Pepper Jack Slices , Great Lakes Cheese & Cabot Creamery Cooperative, Cabot, VT |
| Item #7 | Mighty Meister |
| 10 lbs | Bruschetta Jack Spread, Meister Team 3, Meister Cheese, Muscoda, WI |

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| Item #8 | Southwest's Best |
| 40 lbs | Colby , Southwest Cheese Team, Southwest Cheese, Clovis, NM Monterey Jack , Southwest Cheese Team, Southwest Cheese, Clovis, NM Monterey Jack with Habenero Peppers , Southwest Cheese Team, Southwest Cheese, Clovis, NM |

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| Item #9 | Hook's Hallmark |
| 6 lbs | Hook's Little Boy Blue , Team Hook, Hook's Cheese Company, Inc., Mineral Point, WI |

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| Item #10 | A-M-P-I Love It! |
| 50 lbs | AMPI Sharp Cheddar , Blair Team, Associated Milk Producers Inc., Blair, WI AMPI Carolina Reaper Jack , Jim Falls Team, Associated Milk Producers Inc., Jim Falls, WI Dinner Bell Pasteurized Processed American Cheese White (Slice-on-Slice) , AMPI's Dinner Bell Creamery, Associated Milk Producers Inc., Portage, WI |

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| Item #11 | Wondrous Widmer's |
| 10 lbs | Aged Brick Spread , Widmer's Cheese Cellars Team, Widmer's Cheese Cellars, Inc., Theresa, WI |

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| Item #12 | Agropur Perfection |
| 60 lbs | Whole Milk Mozzarella , Team Lake Norden, Agropur, Inc., Lake Norden, SD Low Moisture Part Skim Mozzarella , Team Lake Norden, Agropur, Inc., Lake Norden, SD Reduced Sodium LMPs Mozzarella , Agropur Jerome - Kaden Hamblin, Agropur, Inc., Jerome, ID |

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| Item #13 | Stunning Sartori |
| 10 lbs | Garlic and Herb BellaVitano Dip & Spread , Team Sartori, Sartori Company, Plymouth, WI |

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| Item #14 | Peak Pearl Valley |
| 50 lbs | Pearl Valley Cheese Swiss Cheese , Pearl Valley Cheese, Inc., Fresno, OH |

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| Item #15 | Gilman Greatness |
| 24 lbs | Shelf Stable Onion Pasteurized Process Cheese , Gilman Cheese Corporation, Gilman, WI |

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| Item #16 | Klondike Gold |
| 30 lbs | Odyssey Feta in Brine , Steve Webster, Klondike Cheese Co., Monroe, WI Buholzer Brothers Brick Cheese , Ty Saglam, Klondike Cheese Co., Monroe, WI Buholzer Brothers Havarti Cheese , Steve Bechtolt, Klondike Cheese Co., Monroe, WI Buholzer Brothers Dill Havarti Cheese , Dave Buholzer, Klondike Cheese Co., Monroe, WI Odyssey Reduced Fat Mediterranean Feta in Brine , Steve Webster, Klondike Cheese Co., Monroe, WI Odyssey Low Fat Feta in Brine , Steve Webster, Klondike Cheese Co., Monroe, WI Odyssey Vanilla Greek Yogurt , Danielle Sofran, Klondike Cheese Co., Monroe, WI Odyssey French Onion Greek Yogurt Dip , Matt Martin, Klondike Cheese Co., Monroe, WI |

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| Item #17 | Foremost's Foremost |
| 10 lbs | Salted Butter , 3rd Shift, Foremost Farms USA, Reedsburg, WI |

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| Item #18 | Spectacular Sigma |
| 16 lbs | Fresco Wheel , Brian Mundt & Victor Martinez, Sigma Darlington Plant - Mexican Cheese Producers, Darlington, WI |

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| Item #19 | Marieke's Mastery |
| 35 lbs | Marieke Gouda Truffle , Marieke Gouda Team, Marieke Gouda, Thorp, WI Marieke Gouda Smoked , Marieke Gouda Team, Marieke Gouda, Thorp, WI |

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| Item #20 | Lavish Land O'Lakes |
| 10 lbs | Yellow Sharp Cheddar American Cheese Product , Team Loaf, Land O'Lakes, Inc., Spencer, WI |

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| Item #21 | Gifted Guggisberg |
| 15 lbs | Ziller Wheel , Guggisberg Cheese, Inc, Millersburg, OH |

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| Item #22 | Ultimate Umpqua |
| 10 lbs | Umpqua 4% Cottage Cheese , Team Umpqua, Umpqua Dairy, Roseburg, OR |

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| Item #23 | Winning Henning |
| 50 lbs | Henning's Cheese Bandage Midget, Henning Cheese, Kiel, WI Henning's Cheese Dragons Breath, Henning Cheese, Kiel, WI Henning's Cheese Onion and Chive, Henning Cheese, Kiel, WI |

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| Item #24 | Grand Glanbia |
| 40 lbs | Cheddar Aged 2+, Erik Rojas, Glanbia Nutritionals, Twin Falls, ID Waxed Cheddar Medium, Adan Gonzalea, Glanbia Nutritionals, Twin Falls, ID Colby Jack, Idris Adam, Glanbia Nutritionals, Twin Falls, ID Chipotle Color Cheddar, Joshua Paxton, Glanbia Nutritionals, Twin Falls, ID Sweet Heat Habanero Colby Jack, Billy Ray Sansabaugh, Glanbia Nutritionals, Twin Falls, ID Mediterranean Monterey Jack, Joey Pittman, Glanbia Nutritionals, Twin Falls, ID |

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| Item #25 | Golden Global Foods |
| 10 lbs | Naturally Oven-Smoked Provolone, Global Foods International Inc., Schiller Park, IL |

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| Item #26 | Bravo BelGioioso |
| 30 lbs | BelGioioso Aged Provolone Mandarinino, Kevin Benzel, BelGioioso Cheese Inc., Byron, WI Polly-O Fresh Mozzarella String Cheese, Terry Crooker, BelGioioso Cheese Inc., Campbell, NY BelGioioso Fresh Mozzarella Fresh Basil & Garlic Marinated, Trevor Tilot, BelGioioso Cheese Inc., Denmark, WI |

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| Item #27 | Cedar Grove Goodness |
| 40 lbs | Donatello, Cedar Grove Cheese Team, Cedar Grove Cheese Inc., Plain, WI Faarko, Cedar Grove Cheese Team, Cedar Grove Cheese Inc., Plain, WI Cheddar Cheese Curds, Robert Wills, Cedar Grove Cheese Inc., Plain, WI Flavored Cheddar Cheese Curds, Robert Wills, Cedar Grove Cheese Inc., Plain, WI |

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| Item #28 | Masters Gallery Glory |
| 10 lbs | Colby Jack Cheese Shreds, Masters Gallery Foods, Inc., Plymouth, WI |

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| Item #29 | Classic Carr Valley |
| 16 lbs | Blue Spruce Blue, Carr Valley Cheese Company, Inc., Linden, WI Mobay, Carr Valley Cheese Company, Inc., Mauston, WI |

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| Item #30 | Super Schuman |
| 60 lbs | Cello Asiago , Lake Country Dairy/Schuman Cheese, Turtle Lake, WI Organic Ricotta , Lake Country Dairy/Schuman Cheese, Turtle Lake, WI Lake Country Dairy Gouda , Lake Country Dairy/Schuman Cheese, Turtle Lake, WI Cello Organic Copper Kettle Parmesan , Lake Country Dairy/Schuman Cheese, Turtle Lake, WI Cello Grated Parmesan , Lake Country Dairy/Schuman Cheese, Turtle Lake, WI |

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| Item #31 | V&V's Victory |
| 20 lbs | Queso Oaxaca , Nick Siedschlag, V&V Supremo Foods, Browntown, WI Sierra Brand Cotija , Team V&V Supremo - Chicago, V&V Supremo Foods, Chicago, IL |

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| Item #32 | Acclaimed Artisans |
| 60 lbs | St. Malachi Reserve , Team Doe Run, The Farm at Doe Run, Coatesville, PA Springdell , Team Doe Run, The Farm at Doe Run, Coatesville, PA Fresh Mozzarella Bocconcini , Team Caputo, Caputo Cheese, Melrose Park, IL Reading , Spring Brook Farm Cheese Team, Spring Brook Farm, Reading, VT Blueberry, Lemon & Thyme Goat Cheese , Vermont Creamery, Websterville, VT Jasper Hill Farm Cabot Clothbound , Cabot Cooperative Creamery & Jasper Hill Farm, Greensboro, VT Sark , Ricardo Gutierrez, Hoards Dairyman Farm Creamery, Monticello, WI Nordic Creamery Unsalted Butter , Al Bekkum, Nordic Creamery, Westby, WI Cinnamon Maple Butter , Anna Landmark, Landmark Creamery, Belleville, WI Driftless Habanero Honey , Team Hidden Springs, Hidden Springs Creamery, Westby, WI Brun-uusto - Brunkow's Baked Cheese with Garlic , Team Brunkow, Brunkow Cheese of Wisconsin, Darlington, WI |

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| Item #33 | Legendary Lactalis |
| 20 lbs | Karoun Bulgarian Style Yogurt , Team 1, Central Valley Cheese, Inc., Turlock, CA Karoun Honey Vanilla Yogurt , Team 1, Central Valley Cheese, Inc., Turlock, CA Karoun Labne Cheese , Team 1, Central Valley Cheese, Inc., Turlock, CA President Wee Brie , Courtney Schreiner, Lactalis American Group, Merrill, WI President Rondele Mango Habanero , Brian Storm, Lactalis American Group, Merrill, WI |

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| Item #34 | Emmi's Excellence |
| 20 lbs | Roth Grand Cru Surchoix Wheel , Emmi Roth, Monroe, WI Hop Along , Cowgirl Creamery Cader Lane, Cowgirl Creamery, Petaluma, CA |

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| Item #35 | Noble Kingston |
| 5 lbs | Blue Cheese Salad Blend , Team Kingston Cheese, Kingston Cheese Cooperative, Cambria, WI |

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| Item #36 | Supreme Saputo |
| 40 lbs | Montchevre Goat Milk Cheddar , Black Creek Team, Saputo Cheese USA, Inc., Black Creek, WI |

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| Item #37 | Brilliant Burnett |
| 10 lbs | Wood River Creamery Original Gouda Gruyere , Rob Stellrecht & Burnett Dairy Team, Burnett Dairy Cooperative, Grantsburg, WI |

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| Item #38 | Savvy Savencia |
| 10 lbs | Alouette Professional Crème de Blanc , Team New Holland SCUSA, Savencia Cheese USA, New Holland, PA |

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| Item #39 | Greatest Great Lakes |
| 10 lbs | Mild Provolone Cheese , GLC Team, Great Lakes Cheese, Franklinville, NY Pepper Jack Cracker Cuts , Turophiles, Great Lakes Cheese, Plymouth, WI |

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| Item #40 | King Kemps |
| 10 lbs | Kemps Black Cherry Cottage Cheese , Kemps, LLC, Farmington, MN |

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| Item #41 | Pine River Gold Pack |
| 10 lbs | Garlic & Herb Gourmet Cheese Snack Spread , Team Pine River, Pine River Pre-Pack, Inc, Newton, WI |

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| Item #42 | The U.S. Champion! |
| 19 lbs | Arethusa Europa , Arethusa Cheese Team, Arethusa Farm Dairy, Bantam, CT |

PREVIOUS WINNING BIDDERS

2024 Winning Bidders

Custom Fabricating & Repair
D.R. Tech, Inc.
Ivarson
Actus Nutrition
Masters Gallery Foods
Mohawk Technology
Nelson-Jameson
T.C. Jacoby
dsm-firmenich
Kelley Supply
Hydrite
Emmi Roth
TC Transcontinental Packaging
Novonesis
Loos Machine & Automation
Advanced Process Technologies, Inc.
ALPMA USA
Dahmes Stainless
Great Lakes Cheese
Pine River Pre-Pack, Inc.
ProActive Solutions USA
G & R Foods, Inc.
Complete Filtration Resources
Dairy Connection, Inc.
Wabash
FSNS
Darlington Dairy Supply
Wisconsin Aging & Grading Cheese, Inc.
Cybertrol Engineering

2023 Winning Bidders

Kelley Supply
Complete Filtration Resources
dsm-firmenich
Nelson-Jameson
Masters Gallery Foods
TC Transcontinental Packaging
G & R Foods
Hydrite
Advanced Process Technologies
Dairy Products Marketing
Loos Machine & Automation
Great Lakes Cheese
T.C. Jacoby
Novonesis
ALPMA USA
Marquez Brothers International
RELCO, A Kovalus Company
Custom Fabricating & Repair
ProActive Solutions USA
Dairy Connection Inc.
Sugar River Cold Storage
Darlington Dairy Supply
Marvin & Debra Cherney Family
Foundation
Novak's Cheese
Wisconsin Aging & Grading Cheese
Atlantic Grain
Cybertrol Engineering
Cheese Market News