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International Cheese Technology Expo (ICTE) Now CheeseExpo *WCMA Unveils New Name, Logo for Dairy Processing Industry's Largest Gathering*

MADISON, WI – The Wisconsin Cheese Makers Association (WCMA) today announced that North America's largest gathering of dairy processors, manufacturers and suppliers, formerly known as the International Cheese Technology Expo, will now be called CheeseExpo.

"CheeseExpo concisely captures this industry gathering," said John Umhoefer, WCMA Executive Director. "A crisp new name, logo and website will reflect the fresh approach to education and networking CheeseExpo has offered attendees in recent years."



Set for April 14-16, 2020 in Milwaukee, Wisconsin, CheeseExpo features a vast variety of educational seminars, reflecting the expertise of host entities WCMA and the Center for Dairy Research, as well as resources now available through partnerships with the Innovation Center for U.S. Dairy, U.S. Dairy Export Council, Dairy Farmers of Wisconsin, Wisconsin Department of Agriculture, Trade and Consumer Protection, and more.

Once again, the exhibit hall for Cheese Expo will expand to record size in 2020. More than 300 companies showcased technology, equipment and services in 2018 and booths have been added to accommodate even more supplier partners in 2020. Networking opportunities abound at CheeseExpo, with special events for young professionals, industry leadership recognition, the Auction of Championship Cheeses, the World Championship Cheese Contest Awards Banquet, and numerous receptions.

"CheeseExpo is the high-energy, high-impact event you've always appreciated – now with even more opportunities to learn and connect," said Judy Keller, WCMA Events Director. "Make plans now to join us, and 4,000 of your friends and colleagues in the industry, for CheeseExpo 2020."

For an early look at CheeseExpo's schedule of events, visit the all-new CheeseExpo.org.

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