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Pag cheese month in American stores

Croatian Times

Croatia's most famous cheese, Paski sir - cheese from the island of Pag - has had the month of May dedicated to it in the stores of one of the most well known retail chains in America.

Whole foods in the U.S have promoted the cheese as part of a national promotion throughout the month of May. The promotion includes a variety of degustations and prizes and competitions. The stores also have exhibited big posters of the island of Pag and of Dalmatia and Croatia as a gastro [destination](#).

The idea for the month long promotion came from American company Forever Cheese, who have been importing Paski sir from Croatia since 2010. Thanks to Forever Cheese owner Michele Buster and her love for the island of Pag and the cheese, Pag and Croatia have been put into the spotlight, reported [dnevnik.hr](#)

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