

For Immediate Release

Forever Cheese Celebrating 20 Year Anniversary in 2018

New York, NY, March 1, 2018 – Forever Cheese, importers of artisan cheese and accompaniments from Italy, Spain, Portugal, and Croatia, is celebrating 20 years in business in 2018. Founded by an American and an Italian driven by their passion for fine foods, it has grown into an industry leader, with its products in many upscale restaurants and specialty food shops. Throughout its time in business, the specialty food world has grown exponentially, with interest in imported, artisanal cheeses increasing over the years. With a focus on authenticity and creativity, Forever Cheese continues to evolve, seeking out the best of the Mediterranean and educating customers on what makes its products special.

It all began with Genuine Fulvi® Pecorino Romano, made by the Sini family outside of Rome. In 1991, Pierluigi Sini, part of that cheesemaking family, met Michele Buster, an American working in sports. Fatefully, after the pair began dating, they decided to pool their knowledge and try importing and selling Fulvi® themselves, as they were frustrated with how the cheese was marketed in the U.S. at the time. Despite many challenges starting out, their passion prevailed and Buster and Sini carved out a place for themselves in the cheese industry. Genuine Fulvi® Pecorino Romano is now well-respected for being one of the last Pecorino Romanos from the Roman countryside.

Buster and Sini began to bring in more Italian cheeses, eventually expanding with cheese from Spain, Portugal, and Croatia. Many had never been sold in the U.S. before, including Drunken Goat® and El Trigal® Manchego. Their relationships with producers were an integral part of their success. “We received a lot of help from our producers in the beginning – they believed in us and the work we were doing,” says Buster. Those relationships have continued to this day, and Forever Cheese is extremely grateful for its producers and their shared successes.

In 1998, Buster and Sini decided to incorporate as Forever Cheese to make the company’s origins clear. Soon after, they broadened their focus to include cheese accompaniments, such as nuts, charcuterie, honeys, and jams. They handpick every product with a keen eye (and palate). Many are sold under the brand name Mitica®, meaning “mythic” in Latin. Ever aware of the specialty food world, the company has pioneered important products that are now integral to today’s market, including Drunken Goat®, Manchego, Marcona Almonds, Fig and Date Cakes, and Mostardas from Mantova. After 20 years, Forever Cheese continues to innovate and solidify its legacy in the specialty food world.

To learn more about Forever Cheese, visit their website at forevercheese.com. Forever Cheese and Mitica® products are available at specialty food stores, cheese shops, and restaurants throughout the U.S.

About Forever Cheese: Forever Cheese debuted in 1998 in order to meet the increasing demand for Mediterranean products. Today it imports from Italy, Spain, Portugal, and Croatia. Forever Cheese focuses primarily on cheese and is constantly evolving to include more specialty foods to better serve the American market. Founders Michele Buster and Pierluigi Sini personally hand select each item directly from our producers to provide customers with many products that are exclusive to Forever Cheese.

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