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## CELEBRITY™ GOAT CHEESE PACKAGE DESIGN WINS AMERICAN GRAPHIC DESIGN AWARD 2016

Elizabeth, NJ– Finica has been awarded the American Graphic Design Award 2016 for Celebrity™ Goat Cheese Package Design. The design was created in conjunction with Zullo, the Princeton, NJ-based design agency, whom has worked on various branding and packaging projects.

Graphic Design USA invites thousands of creative professionals and organizations to participate in this competition. GDUSA honors outstanding design within the industry and its power to generate an emotional link between brand and consumer. The update of Celebrity Goat Cheese packaging is part of Finica's larger initiative to refresh this award-winning brand.

Mari Meriluoto, Director of Brand Development at Atalanta Corporation, says “Our goal was to elevate the brand identity to reflect the high-quality product and to resonate with the specialty cheese consumers of today, with a quirky but superior image. The tagline ‘Famously Good’ reflects the award-winning status of the line, and the goat with the sunglasses completes the connection with the brand name ‘Celebrity’.

Celebrity goat cheese products are made from 100% pure Canadian goat's milk, collected from family-run farms in Eastern Ontario. Finica's award-winning Celebrity goat's milk cheeses are available in a variety of flavours and sizes.

For more information on these items, please visit [www.celebritygoat.com](http://www.celebritygoat.com), [www.finica.com](http://www.finica.com) or [www.mariposadairy.ca](http://www.mariposadairy.ca).

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