



FOR IMMEDIATE RELEASE

ARTISANAL PREMIUM CHEESE SHOWCASES NEW RETAIL PROGRAM AT FANCY FOOD SHOW

Brand Exhibits at KeHe Booth #1823

New York, New York – June 14, 2012 – Artisanal Brands, Inc (OTCQB: AHFP) announces that it will be exhibiting at the upcoming Summer Fancy Food Show by the National Association for the Specialty Food Trade (NASFT). **Artisanal Premium Cheese (Artisanal) will showcase its new 16-sku retail program featuring its CheeseClock™** to the trade food industry in Washington, D.C. from June 17-19th.

Research indicates that while a vast majority of gourmet cheese lovers enjoy pairing cheese with a fine wine or craft beer, they often lack the understanding of how to make a proper pairing, leaving them frustrated at the grocery aisle. *“Not everyone needs to be an expert on pairing cheese with an appropriate beverage,”* states Max McCalman, Dean of Curriculum and Maître Fromager of Artisanal Brands. *“Our new CheeseClock makes it easy for anyone to select a cheese and beverage pairing quickly and easily, taking the guesswork out and ultimately educating the consumer on what’s best for their own unique tastes,”* continues McCalman.



Daniel W. Dowe, President and Chief Executive Officer of Artisanal Brands states, *“For retailers and shoppers our new CheeseClock program is a win-win. Not only do customers learn what type of cheese and pairing is suited to their tastes, but our branded installment is sure to increase sales, while also keeping consumers coming back for more.”*

Artisanal’s color-coded mild-to-strong offering revolutionizes the gourmet cheese aisle. Grocery and wine retailers such as Schnucks, Spec’s, H-E-B and WineStyles have already started carrying Artisanal’s new CheeseClock™ retail program in their stores and are experiencing first hand an increase in sales.

Gary J. Allen, Business Development Director of Artisanal Brands shares, *“In addition to our own sales, we’re seeing triple digit increases in alcoholic beverage sales for brands who partner with us during our in-store pairing demos, but more importantly (and also an incentive for retailers), is that those beverage sales continue to be above average even after our demo period.”*

“We’re excited to share our new CheeseClock retail program with more retail partners, and ultimately share our cheeses and pairing method with more consumers all across the country who enjoy gourmet cheese with fine wine or a craft beer,” says Daniel W. Dowe, President and Chief Executive Officer of Artisanal Brands.

Please visit booth #1823 to sample some of Artisanal's gourmet cheeses available in the new retail program.

About Artisanal Premium Cheese

Artisanal Premium Cheese markets and distributes a line of specialty, artisanal and farmstead cheese products, as well as other related specialty food products under its own brand to food wholesalers and retailers, as well as directly to consumers through its catalogue and Web site, artisanalcheese.com. Artisanal Brands, Inc. is based in New York, New York.

Safe Harbor Statement:

Forward-looking statements made in this press release are made pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on current management expectations that involve risks and uncertainties that may result in such expectations not being realized. Potential risks and uncertainties include, but are not limited to, the risks described in Company filings made with the Securities and Exchange Commission.

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