



# Customer Story

## Emmentaler Schaukäserei AG

**The Emmentaler Schaukäserei (Emmental Show Dairy) provides insight into its manufacturing process, promotes the sale of Emmentaler AOP, builds bridges between the city and the countryside and, through its numerous visitors, brings the Emmental name to the four corners of the Earth.**

The foundations for the Emmentaler Schaukäserei were laid in 1978. Nowadays the milk is processed in modern production facilities. However, the traditional "Stöcklikäse" cheese is still made by hand in the cow shed (Küherstock) using ancient methods. The old cheese-making equipment is still available to view in the "Chäshütte" (Cheese Hut) and in the village dairy.

Products and activities offered by the Emmentaler Schaukäserei range from freshly made cheeses on sale to the general public "Make your own Stöcklikäse" classes and guided tours, to a "Dairymaid's Brunch" (Sennenbrunch), an Emmentaler Zmorge breakfast buffet, afternoon accordion recitals or jazz performances accompanied by cheese. With several thousand vouchers required to be produced on an annual basis, slick administration and fast & secure ticket checking and redemption systems are essential – and the e-guma voucher system provides a seamless solution. According to CEO Frank Jantschik, e-guma provides the greatest added value, with an increased sales scope thanks to its print@home functionality and lightning-fast support should questions ever arise.



**The support provided by e-guma is heaven-sent! As far as I am concerned, customer focus is a five-letter word: E G U M A.**

Frank Jantschik, CEO