FOR IMMEDIATE RELEASE: NOVEMBER 22, 2010

NOTHING SAYS “GO BUCKS” LIKE BUCKEYE CHEESECAKE
Award-winning cheesecake will score big points at any OSU-Michigan football celebration

COLUMBUS – With one of the most highly-anticipated games of the season just days away, The Ohio State University (OSU) football fans are not wasting any time planning their tailgates and parties—and nothing rivals a slice of Buckeye Cheesecake on game day.

“What better way to celebrate Ohio State football than with a Buckeye Cheesecake?” said Jim Chakeres, executive vice president of the Ohio Poultry Association (OPA). “This tasty dessert includes both dairy and eggs, which are two of Ohio’s most important agricultural sectors.” Chakeres also said that the award-winning recipe will not only be a huge hit among OSU fans, but it also contains many essential nutrients.

Buckeye Cheesecake contains four Ohio eggs. One egg provides 13 essential nutrients and only 75 calories. In addition, the cream cheese featured in this dessert is made from milk. One serving of milk includes nine essential nutrients including calcium, potassium, phosphorous, protein, Vitamin D, Vitamin A, Vitamin B12, Riboflavin and Niacin.

Buckeye Cheesecake beat dozens of cheesecakes at an annual Ohio State Fair competition, “Smile and Say, Cheesecake!” to win an award for one of the best cheesecakes. Additional winning cheesecakes along with great cooking tips and facts are showcased on the Ohio Cheesecakes website.

“While it is well known that dairy and egg products offer significant nutritional benefits, they also are a staple for one of Ohio’s favorite desserts – cheesecake,” said Scott Higgins, CEO of the American Dairy Association Mideast. “We are pleased to help illustrate the important role that Ohio dairy and eggs play – not only in kitchens, but also in the state’s economic health.”

Ohio ranks second in the nation in egg production, just behind Iowa. The state produces more than seven billion eggs annually. Ohio is eighth in the nation for turkey production and produces nearly 328 million pounds of Ohio chicken for sale every year. According to the American Dairy Association Mideast, Ohio’s dairy sector has gross receipts of nearly $700 million, and the state is home to 272,000 dairy cows that produce 600 million gallons of milk each year, ranking Ohio 11th nationally in the amount of milk produced and eighth in total cheese production.

For more information delicious, award-winning cheesecake recipes or to learn more about Ohio’s egg and dairy communities, visit www.ohiocheesecakes.com.

# # #

-Recipe follows on next page-
**Buckeye Cheesecake**  
*(Makes 10 to 12 servings)*

1 (8x8-inch pan size) package brownie mix  
3 (8-ounce) packages cream cheese, softened  
1 (14-ounce) can sweetened condensed milk (NOT evaporated milk)  
1 (10-ounce) package peanut butter chips, melted  
4 OHIO eggs  
2 teaspoons vanilla extract  
1 cup semi-sweet chocolate chips  
2 tablespoons butter-flavored shortening


In large bowl, beat cream cheese until fluffy. Gradually beat in milk. Add chips, eggs and vanilla; mix well. Pour filling over baked brownie. Place pan in a large baking pan with 1-inch hot water (keeps brownie from overbaking).

Bake 50 to 55 minutes or until center is almost set. Turn oven off; remove baking pan with water. Let cheesecake cool in oven 30 minutes. Remove cheesecake from oven; chill 1 hour. Remove side from springform pan. In small saucepan, melt chips with shortening; stir until smooth. Spread chocolate glaze over top and sides of cheesecake. Chill 3 hours. Garnish as desired.

For more information, contact Hana Bieliauskas or Diane Hurd at 813/556-3154 or visit [www.OhioCheesecakes.com](http://www.OhioCheesecakes.com) for a free download of a high-resolution photo.

###