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FESTIVAL LOGO WINNER SAYS “CHEESE!”

AT AWARD PRESENTATION CEREMONY

LITTLE FALLS, NY (March 25, 2019) – The winner of the Little Falls Cheese Festival Logo Competition, Raema Rotindo of Hudson, NY, was invited to town on Saturday, March 23rd for a prize presentation and celebratory lunch.

The event took place at 11 a.m. at the Little Falls Museum on 319 South Ann Street, where Little Falls Cheese Festival committee members, Little Falls Mayor Mark Blask, Historical Society President Jeffrey Grrsler and others congratulated Rotindo and presented her with a cash prize and a cheese basket featuring goods from local vendors and area cheesemakers. Afterwards, she was interviewed by Dave Warner of mylittlefalls.com and Daniel Baldwin of County Editor before the committee joined Rotindo for a celebratory lunch at Bonita’s Sandwich Chef on North Ann Street.

Rotindo’s design was selected from over 100 submissions. “There were a lot of great designs, but Rae’s logo balanced a festive, recognizable look with a hand-drawn quality that really appealed to us,” said Teri Chace of the Little Falls Cheese Festival Committee. “We felt that the hand-drawn feel of the logo really lent itself well to artisanal nature of the cheeses and other handmade products featured at our festival.”

While Rotindo isn’t a graphic designer by trade, design is something that she does for fun, a trait she picked up from her artist mother. “I have the most fun doing designs for logos or something that might go on a t-shirt,” Rotindo said. Sure enough, the new logo will not only be used in the festival’s promotions but also on souvenir stickers, t-shirts, and other items that will be available at the cheese festival’s “swag booth.”

Rotindo is the owner and proprietor of Rockerbox Spice Company, maker of pure garlic powders and spice blends. Coming from a family of garlic farmers, Rotindo launched the Rockerbox Spice Company six years ago and has her products on sale in over 50 different establishments, including Williams-Sonoma. Rockerbox Spice Company also frequently attends regional festivals such as the Mohawk Valley Garlic & Herb Festival. “I really love doing festivals,” Rotindo said. “I think it’s a great way to support the community.”

The Little Falls Cheese Festival is entering its fifth year and quickly established itself as New York State’s premier gathering of cheesemakers. Featuring over 80 New York cheesemakers and gourmet food vendors, live entertainment and more, the festival will take place on Main Street in Little Falls, NY on Saturday, July 13 from 10 a.m. to 5 p.m. For more information about the event, please visit littlefallscheesefestival.com or like and follow ‘Little Falls Cheese Festival’ on Facebook and Instagram.