



NEWS RELEASE

Sartori Cheese Boosts Wisconsin Dairy Exports to South Korea with Coupang

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Plymouth-based manufacturer partners with U.S. retailer to introduce artisan cheese to Korean households

PLYMOUTH, Wis.--(BUSINESS WIRE)-- Sartori Cheese, a fourth-generation family-owned artisanal cheese company, is accelerating its international growth and expanding its reach to new consumers across South Korea through its partnership with American retail, technology and Fortune 150 company **Coupang, Inc.**

Sartori Cheese sources its milk from local dairy farms within 75 miles of its facilities, including Majestic Crossing Dairy.

“Our mission has always been to make the best cheese in the world and we have built our

business around quality — from the milk we source to the craftsmanship that goes into every wheel of cheese,” said Bert Sartori, CEO of Sartori Cheese. “We have spent more than a decade building international sales, but partnering with Coupang has allowed us to reach Korean consumers faster and at a scale that was previously out of reach. Expanding our customer base overseas directly supports our partner family farms, our local workforce and our long-standing cheesemaking tradition here in Plymouth.”

While Sartori Cheese has exported overseas for more than 15 years, its newly-formed relationship with Coupang has provided a powerful accelerator for its growth with customers in Asia. By leveraging Coupang’s unique logistics infrastructure, Sartori is able to introduce flagship products like SarVecchio® Parmesan and BellaVitano® varieties directly to Korean households. With a population of more than 51 million people, Korea is Wisconsin’s third-largest overseas agricultural market.

Coupang’s global logistics helps American brands export overseas

Coupang's logistics network allows Sartori to move its cheese to consumers in Asia efficiently. Customer orders in Korea are delivered through Rocket Fresh, the country's premier online grocer. This efficiency provides American producers the opportunity to offer high-value perishable agricultural goods, which are sensitive to transit times, to millions of customers.

Overall, Coupang helped generate more than \$5 billion in sales of U.S. goods and services overseas in 2025 alone, working with thousands of American companies and brands to sell everything from Sartori cheese to artisan salt and sports nutrition supplements.

"Sartori's success demonstrates how world-class products from rural communities in Wisconsin and across America can succeed in global markets," said Coupang Head of Global Public Policy Scott Jacobs. "Coupang is working with thousands of U.S. businesses and brands to eliminate traditional trade barriers so that customers around the world can enjoy innovative American agricultural products like Sartori Cheese."

Local Wisconsin dairy farms power global exports

Behind Sartori's international footprint is a local supply chain grounded entirely in Wisconsin agriculture and craftsmanship. Sartori sources fresh milk from family farms located within 75 miles of its Plymouth facilities, converting local dairy into finished cheese within hours of collection. Among these partners is Majestic Crossing Dairy, which supplies Sartori with roughly 150,000 gallons of milk each day.

"As local dairy farmers, our top priority is caring for our 2,000-head herd and producing the highest quality milk possible," said Darin Strauss, co-owner of Majestic Crossing Dairy. "Knowing that our milk is crafted into world-class cheese and served on dinner tables halfway around the world in Korea is incredible."

"The cheese making heritage here is what defines Wisconsin, and we're fortunate to have access to some of the best milk in the country," said Ken Kane, a master cheesemaker who has worked at Sartori for two decades. "As cheesemakers, that challenges us to create the best cheese possible. It's incredibly rewarding to see our cheese enjoyed on dinner tables across Asia and elsewhere."

Expanding international trade creates economic resilience for Wisconsin dairy industry

For domestic agriculture and food manufacturers, foreign market access can serve as an engine for state and local growth. As appetite for premium American food products continues to grow across Asia, access to established digital distribution networks is proving critical for domestic producers seeking to capture new market share.

"Wisconsin is world-renowned for its dairy craftsmanship, but expanding into overseas markets often presents

complex logistical hurdles for state producers,” said Rebekah Sweeney, senior director of Public Policy & Education at the Wisconsin Cheese Makers Association. “Technology and logistics partners like Coupang can help bridge that gap by connecting American companies with customers and making the process more efficient. For established manufacturers like Sartori, this type of relationship can help turn international interest into actual sales and long-term market opportunities.”

About Coupang

Coupang is a technology and Fortune 150 company listed on the New York Stock Exchange (NYSE: CPNG) that provides retail, restaurant delivery, video streaming and fintech services to customers around the world under brands that include Coupang, Eats, Play, Rocket Now and Farfetch. It operates in over 190 countries and territories around the world.

About Sartori Cheese

Sartori, a fourth-generation family-owned company, has proudly produced award-winning, artisan cheese for customers worldwide since 1939. Rooted in Plymouth, Wisconsin, Sartori's emphasis on a high-quality and handcrafted approach to cheesemaking is a timeless family tradition. To learn more about Sartori's commitment to artisan cheesemaking, visit www.sartoricheese.com or connect with Sartori on **Facebook**, **Instagram**, and **TikTok**.

Media: press@coupang.com

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