Reny Picot was recently featured on the **CBS Evening News** in a national segment that spotlighted how one U.S.-based cheese producer is seizing a rare opportunity in the global dairy market. Airing on **July 14, 2025**, the story focused on how the Michigan-based maker of Reny Picot cheeses, is scaling up production of French-style brie to meet growing domestic demand fueled by international trade shifts.

Rising Tariffs, Rising Opportunity

In the report by CBS correspondent **Nancy Chen**, the spotlight was on how **new tariffs on European cheese imports** are reshaping the U.S. specialty cheese market. With a 30% import tax now applied to many European dairy products, imported brie and camembert are becoming significantly more expensive for American retailers and consumers.

As a result, companies like Reny Picot are stepping in to fill the gap with **American-made alternatives** that offer the same rich flavor and texture of traditional French cheeses — but without the international price tag.

*"This is a moment where we can show American consumers that the same quality they expect from imported brie is being made right here," said **Gilbert Bourgouin**, who helps oversee operations at Reny Picot in Benton Harbor.*

Made in Michigan, Inspired by Europe

The segment included footage inside Reny Picot's Michigan facility, where open-vat cheese-making methods, traditional cultures, and **milk sourced from over 45 local dairy farms** combine to create soft-ripened cheeses that rival European imports in both flavor and authenticity.

CBS highlighted the facility's long-standing expertise in crafting soft cheeses, noting that Reny Picot has been producing French-style brie and camembert in Michigan since 1987.

"We take pride in blending European tradition with local sourcing," Racoin explained in the interview. "Our milk comes fresh daily from farms right here in the Midwest, and we use time-honored methods to produce cheese with character and depth."

A National Moment for Reny Picot

This feature marks a high point for Reny Picot's visibility in the U.S. market. The segment emphasized how the brand is well-positioned not just to benefit from the temporary effects of tariffs, but to build long-term relationships with American consumers who increasingly seek out quality, locally made artisan products.

Watch the Segment

You can view the full CBS Evening News story here:
▸ **How one U.S. cheese manufacturer hopes to take advantage of tariffs**
📺 **Or on YouTube**

About Reny Picot USA
Reny Picot cheeses are produced in Benton Harbor, Michigan, by Old Europe Cheese, Inc., the U.S. arm of global dairy leader Industrias Lácteas Asturianas (ILAS). Known for its award-winning brie and camembert, Reny Picot has built a reputation for excellence by combining traditional European cheese-making with fresh, locally sourced milk from Midwest farms.