

GAYO AZUL® CELEBRATES HISPANIC HERITAGE MONTH WITH THE FLAVORS, TRADITIONS AND RECIPES THAT BRING GENERATIONS TOGETHER

From Cotija-Topped Chilaquiles Verdes to Queso Para Freir and Queso Blanco, Gayo Azul Honors Its Hispanic Heritage and Decades-Long Tradition of Bringing Flavor to the Family Table

PARAMUS, N.J., September 2026 Food has a remarkable way of connecting generations, preserving traditions and telling the story of a culture. In celebration of **National Hispanic Heritage Month, from now through October 15**, **Gayo Azul®**, the renowned Hispanic cheese brand with Dutch cheesemaking roots, is celebrating the flavors, recipes and shared meals that have brought families together for generations.

With a history that began in the **Caribbean in the 1950s**, **Gayo Azul** has built its distinctive identity by bringing together European cheesemaking craftsmanship and the vibrant culinary traditions of Hispanic communities. Today, that heritage lives on through a portfolio that includes **Cotija, Queso Blanco, Queso Para Freir, Gouda, Dutch Edam and European Swiss**.

Hispanic Heritage Month offers an especially meaningful opportunity to celebrate the role food plays in preserving culture. From recipes passed down through generations to new interpretations of familiar favorites, the kitchen remains one of the places where heritage is experienced, shared and kept alive.

“Hispanic Heritage Month is about celebrating the cultures, traditions and people whose influence is woven into American life, and food is such a powerful part of that story,” said Josh Rosen, Brand Manager at FrieslandCampina. “Gayo Azul has been part of family kitchens for decades. Our cheeses reflect a unique heritage of their own, combining generations of cheesemaking expertise with the flavors and dishes loved by Hispanic families. We’re proud to celebrate that history while continuing to give today’s cooks new ways to bring those flavors to the table.”

A Hispanic Heritage Month Star: Gayo Azul Cotija

One of the easiest ways to bring bold Hispanic flavor to the table is with **Gayo Azul Cotija**, a Mexican-style aged cow’s milk cheese named for the town of Cotija, Mexico.

With its firm, crumbly texture and distinctive sharp, salty flavor, Cotija can transform even simple dishes with just a sprinkle. Often used as a finishing cheese, it brings richness and depth to everything from tacos and enchiladas to soups, salads, beans and eggs.

For Hispanic Heritage Month or any time of year try **Gayo Azul** Cotija as a:

- **Terrific Taco Topper:** Crumble over tacos, enchiladas, tostadas or burritos for a savory finishing touch.
- **Soup & Salad Enhancer:** Sprinkle over tortilla soup or salads for an extra layer of salty, tangy flavor.
- **Perfect Partner for Elote:** Roll grilled corn in mayonnaise and chili seasoning and finish with a generous coating of Cotija.
- **Bean Booster:** Stir into refried beans or crumble over black beans.
- **Breakfast Upgrade:** Add to scrambled eggs, omelets, breakfast burritos or chilaquiles.

Cheeses Made for the Hispanic Kitchen — and Beyond

The **Gayo Azul** portfolio offers options for cooking, grilling, melting, topping, snacking and entertaining:

Gayo Azul Cotija

A firm, crumbly Mexican-style aged cow's milk cheese with a sharp, slightly salty flavor. An ideal finishing cheese for tacos, enchiladas, elote, beans, salads and more.

Gayo Azul Queso Blanco

A fresh white cow's milk cheese with a mild, slightly salty flavor and creamy-yet-crumbly texture. It holds its shape when heated, making it especially versatile for grilling and cooking.

Gayo Azul Queso Para Freir

A fresh white cow's milk cheese with a mild, slightly salty flavor and high melting point, making it an excellent choice for frying, sandwiches and baked dishes.

Gayo Azul Gouda

Creamy and smooth with a mild, nutty flavor, **Gayo Azul** Gouda can be sliced for sandwiches, cubed for snacking or melted into everyday and Hispanic-inspired recipes.

Gayo Azul Dutch Edam

A firmer cousin of Gouda with a rich flavor and smooth texture, well suited to cheeseboards, salads, sandwiches and baking.

Celebrate at Home with Chilaquiles Verdes

To bring the celebration into the kitchen, **Gayo Azul** is sharing a favorite recipe for **Chilaquiles Verdes with Gayo Azul Cotija**, a colorful, flavor-packed dish that works for breakfast, brunch, lunch or dinner.

Crispy corn tortillas are tossed with tangy salsa verde and topped with fried eggs, fresh cilantro, red onion and plenty of crumbled **Gayo Azul Cotija**. The salty bite of the Cotija balances the salsa verde while adding the finishing flavor that brings the dish together.

Chilaquiles Verdes with Gayo Azul Cotija

Photo and recipe credit: Michelle Atwood of I Heart Publix

Prep Time: 5 minutes

Cook Time: 15 minutes

Servings: 4

Course: Main Course

Ingredients

- 1/2 cup vegetable oil
- 16 corn tortillas, cut into quarters
- 2 cups salsa verde, jarred or homemade
- 1/2 cup **Gayo Azul Cotija Cheese**, crumbled
- 1/4 cup red onion, finely diced
- 1/4 cup fresh cilantro, chopped
- 4 fried eggs
- Optional toppings: sour cream, avocado slices and sliced jalapeños

Method

1. Heat the vegetable oil in a large skillet over medium heat. Fry the tortilla pieces in batches until golden brown. Transfer to a paper towel-lined plate to drain excess oil.
2. Carefully remove the excess oil from the pan and pour the salsa verde into the skillet. Bring to a gentle simmer.
3. Add the tortilla chips and gently toss with the salsa verde until evenly coated. Cook for 2–3 minutes, allowing the chips to soften slightly while retaining some crispness.
4. Remove from heat.
5. Divide the chilaquiles among four plates and top each serving with a fried egg.
6. Generously sprinkle with crumbled **Gayo Azul Cotija Cheese**, diced red onion and fresh cilantro.
7. Finish with sour cream, sliced jalapeños or avocado, if desired.

Celebrating Heritage One Meal at a Time

Observed annually from **now through October 15**, National Hispanic Heritage Month recognizes the histories, cultures and contributions of Americans whose ancestors came from Spain, Mexico, the Caribbean, Central America and South America.

For **Gayo Azul**, the celebration is also a reminder that food is one of the most enduring ways culture travels from one generation to the next. A family recipe, a familiar ingredient or a meal shared around the table can preserve memories while creating new traditions.

Whether crumbled over a plate of chilaquiles, fried until golden, melted into a sandwich or served as part of a family meal, **Gayo Azul cheeses offer a delicious way to celebrate Hispanic flavors not only during Hispanic Heritage Month, but throughout the year.**

Gayo Azul cheeses are available in a variety of sizes at leading retailers including **Publix, BJ's Wholesale Club, Fresco y Más, Key Food, Market Basket, Presidente Supermarket, Sedano's, Sam's Club and Winn-Dixie**, among others.

For recipes, product information and culinary inspiration, visit **GayoAzul.com** and follow Gayo Azul on Facebook at **@gayoazulcheese** and Instagram at **@gayo_azul_cheese**.

About Gayo Azul®

With roots dating back to the Caribbean in the 1950s, **Gayo Azul®** brings together Dutch cheesemaking expertise and Hispanic culinary traditions to create distinctive cheeses enjoyed across generations. Its versatile portfolio includes Cotija, Queso Blanco, Queso Para Freir, Gouda, Dutch Edam, European Swiss and Chili Pepper Slices, offering options for cooking, melting, grilling, snacking and entertaining. Gayo Azul is part of Royal FrieslandCampina N.V.

About Royal FrieslandCampina N.V.

Royal FrieslandCampina enriches millions of lives around the world by providing dairy products containing the valuable nutrients of milk. FrieslandCampina products are available in more than 100 countries, with its central office located in Amersfoort, the Netherlands. The company operates across global market-focused business groups spanning consumer dairy, specialized nutrition, trading and ingredients. FrieslandCampina is wholly owned by Zuivelcoöperatie FrieslandCampina U.A., whose dairy farmer members are based in the Netherlands, Germany and Belgium, making it one of the world's leading dairy cooperatives.