



March 2025

PRESS RELEASE

**The Comté Cheese Association is delighted to announce that
VINGT DIEUX (HOLY COW) has arrived in the U.S.!**

*- A Rebellious Teen Sets His Sights on Winning
A Comté Cheesemaking Competition-*

New York, NY -- The Comté Cheese Association is delighted to announce that *VINGT DIEUX (HOLY COW)* has arrived in the U.S. and opens Friday, March 28th at Film Forum in New York City!

This debut movie from filmmaker Louise Courvoisier had its world premiere at the 2024 Cannes Film Festival in the *Un Certain Regard* section, where it was awarded the festival's Youth Prize.

About the Film:

HOLY COW is a sun-drenched coming-of-age story set in the picturesque Jura region of Eastern France. It follows Totone, a carefree 18-year-old who revels in his youth while his family dairy business hums along. However, when calamity strikes, Totone suddenly finds himself responsible for both the farm and his 7-year-old sister. With little experience or discipline, he embarks on a journey of self-discovery, determined to win a local Comté cheesemaking competition with a €30,000 cash prize. Along the way, he also navigates his feelings for a rival farmer, despite the hostility from her bullying brothers. As Totone clumsily steps into adulthood, *HOLY COW* explores the bittersweet transition from adolescence to responsibility in the heart of rural France.

A preview of the film may be enjoyed here:

<https://www.youtube.com/watch?v=Q55naIp7PCI>



(Photo credit: Zeitgeist Films in Association with Kino Lorber)

In addition to the New York premiere, HOLY COW may be coming to a theatre near you! Zeitgeist Films is scheduled to begin its national rollout April 4th – a full (and growing) list of theaters, locations and dates may be found here: <https://zeitgeistfilms.com/film/holy-cow>.

For further information, please contact:

Comté Cheese Association

Email: trade@comte-usa.com

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The Comté Cheese Association – Comité Interprofessionnel de Gestion du Comté – was set up by decree on 11th June 1963. It represents all those who are involved in the production of Comté—dairy farmers, cheese-makers, affineurs—and carries out activities in all fields of interest to the trade, including research and technical issues, economics, information and communications, marketing, law and promotion of the Comté appellation, defense of local traditions and protection of the environment.

Carbonnier Communications represent the Comté PDO in the United States.

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