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TABLE OF CONTENTS

FEATURES
Merchandising Entrées In The Deli ..................17
Fresh is the buzzword sparking a revolution in today's supermarket industry.

PROCUREMENT STRATEGIES
Natural Deli Meats........................................59
More retailers are responding to consumer concern for both a more healthful product and animal welfare.

MERCHANDISING REVIEW
Viva Italy! ......................................................63
Learning about the background of imported Italian deli products spurs effective marketing and increased profits.

DELI MEATS
Salami And Cured Meat: Renaissance With An Ethnic Flair ..................69
Effectively merchandise a range of salami and cured meats as high-end unique products.

SPECIAL SECTION......................19
2008 Specialty Cheese Guide
Also Includes The American Cheese Guide

IN EVERY ISSUE
Deli Business Quiz ........................................4
Deli Watch ................................................10
TechNews ..................................................72

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Quiz Questions

1) What is the toll-free number for Creta Farms? __________________________

2) Tillamook has been farmed owned since when? __________________________

3) What is the street address for Lamb Weston? __________________________

4) In what year was Woolwich Dairy established? __________________________

5) What is the Web address for Great American Appetizers, Inc.? ______________

6) What is the phone number for Gallo Brokerage? __________________________

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The Specialty Cheese Challenge/Opportunity

As Wal-Mart rolled its Supercenter concept across America, the smart advice has been for stores to become the anti-Wal-Mart — high service, more upscale product, more organic, more artisanal.

Few areas seem more appropriate for such a mission than specialty cheese, which is enjoying a boom at mass-market retailers. Yet the boom is calling into question the product offer and merchandising abilities of supermarkets of all types. We say we are going to offer broad arrays of specialty product, but large assortments pose unique challenges for procurement teams and enormous challenges to merchandisers. Are retailers up to the challenge? Can suppliers help more?

Intrinsic in this question, of course, is the notion that an opportunity exists for increasing sales through more appropriate product assortment and better merchandising. Specialty product serves so many purposes that the same product can be sold in virtually unrelated markets. Many who will buy a bouquet at a supermarket wouldn’t think of getting flowers for a wedding or funeral there.

Specialty food also offers many distinct markets:

• **The gift market:** Specialty foods always make great gift items, and offering gift packs can open a whole new sales universe.

• **The entertaining market:** Many consumers want to offer guests an assortment of wonderful foods — such as specialty cheese — but what to offer, how much, with what should it be served? Their nerves can fray while the opportunities for both producers and retailers abound.

• **The personal and family consumption market:** Some consumers know they or family members like one particular item, say a specialty cheese they were served at a party, but are uncertain as to what else they might like or with what to serve it. Other consumers know specifically what they want. They are more likely to be swayed by serving size and price than other markets.

Then, within each market, we have three buyer types:

• **The knowledgeable expert:** Some people walk into the store and know they want to do a flight of cheddars. Next week they may be looking for something unusual from Cypress or the latest award-winner from Oregon. Think of a wine connoisseur; then change wine to cheese.

• **The aspirational consumer:** He knows specialty cheese is sophisticated, upscale, eco-friendly and hip. He sees it as in line with the kind of life he wants to live. But he may be young or just newly aware of specialty cheese. Think of a yuppie-destined college student with his first sip of a French Beaujolais and now imagine him trying some American specialty cheese for the first time.

• **The unmotivated consumer:** He knows this is a hot area and doesn’t want to make a fool of himself, but it is not his thing. Think of the guy invited to his boss’ house; the boss, a wine lover, is serving rack of lamb. The guy runs into a liquor store and asks for a really nice bottle to match. He doesn’t want to be an expert but wants to seem knowledgeable and wants his store to help him.

This holiday season, we had the opportunity to buy a fair assortment of specialty cheeses and found supermarkets of all types lacking. On a trip to Los Angeles, we were at a Bristol Farms, about as upscale as you get, and noted the mediocre quality and non-fresh nature of the products included in its pre-made gift baskets.

We asked to purchase our choice of upscale foods to make a super quality, super expensive basket; a floral staffer was brought out — her control of the shrink-wrap machine put her in charge. The floral manager told us she was too busy to do a basket then or anytime that day, but if we gave her a list of what we wanted, she would do it tomorrow.

We wanted the gift basket for a special party for a special friend, and we needed it that night. Since they wouldn’t help us, we spent our money elsewhere.

A large order of high-end specialty foods walked out the door because a high-end store wasn’t sensitive to serving the gift market and knowledgeable, expert consumers.

Where did we wind up buying most of our fresh foods, including specialty cheese, this holiday season? Costco. The assortment was excellent, the price was reasonable and the product offering included things like pre-set cheese plates with assorted specialty cheeses.

There was a lot of good stuff, in areas where we didn’t know much — for example, specialty packages with assortments of Spanish cheeses — and many pre-selected assortments packaged into simple yet sophisticated gifts.

Many deli departments are filled with fantastic offerings — 10 types of olives, 200 cheeses, prosciutto di Parma. Shame on us if we don’t put all this together so our consumers can see the value, expand their palettes, meet their needs for gifts and entertainment and enjoy shopping rather than leaving our stores not knowing how to put it all together.

It may sound like a burden — can’t we just sell product? — but it really is the opportunity.
Whether shredded, grated, sliced or shaved, BelGioioso has an option that will take care of your needs. Our award-winning cheeses provide the base of quality while our in-house converting plant creates the finish and packaging you need.

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Reader Service No. 100
2008 Will Be An Interesting Year

The New Year is upon us and 2007 was the harbinger of many changes that will affect deli retailing in 2008. Unlike many years, when the talk was of a continuing evolution instead of revolution, 2008 may well bring more than a few dynamic changes that will have strategic affects.

The first trend is the ramping up of “cause marketing.”

The cover story discusses the successes and challenges of tying in with societal needs; however, the changing face of marketing is also reflective of the lessening impact of traditional high-low pricing formats. With the growing availability of everyday-low-price concepts, the lows must be much lower to actually change consumers’ shopping patterns and, consequently, the highs must reflect the lost profit margins, thereby widening the disparity between everyday-low-cost players and traditional retailers.

While high-low pricing strategies are not going to disappear, it is clear that simply offering an occasional or rotating low price is not the draw it once was and, when it comes to the deli department, possibly not a factor in attracting new customers. There is no doubt low prices will divert sales and increase purchases, but with perishables, the question is whether the additional sales are incremental. A low price on canned chicken may encourage trial, but even if customers are thrilled with the new offer, the question remains how often are they going to go out of the way for anybody’s curried chicken.

Talking about curried chicken, Tesco is the talk of the town as everyone wonders what impact it will have on the American retailing scene. I, for one, am not so impressed with the predictions of turmoil, confusion and the destruction of the American retailer. If the first stores Tesco opened didn’t seem to have an abundance of Indian food and watercress salads, I might be more worried. However, regardless of the strength of their retailing choo-choo train, they shouldn’t have taken much research to figure out watercress is not a favorite American salad ingredient. Instead, I fear the Brits are succumbing to their predecessors’ Achilles heel — believing that by bringing in executives from the other side of the pond, they are going to defeat the peasants of the Americas with their superior army.

Nonetheless, Tesco is a mighty machine that only fools will ignore, and there aren’t too many fools left in this business. The United States is a very competitive marketplace with many formats and the ability to react faster than what may have been projected. The small-store concept is not without success; convenience stores have been doing it for a long time, including some c-store chains like Wawa and Sheetz, both located in Pennsylvania, that have exceptional prepared food offers, high sales per square foot, loyal customers and clean bathrooms. So the concept of high quality, reasonably priced prepared food is not a foreign concept.

That being said, Tesco might well be the best thing to happen to deli departments and may well do for delis what Boston Market did for rotisserie chicken — open eyes to better quality, consistency and reasonable pricing, resulting in a marketplace that is more sophisticated and responsive to consumers’ demands.

That leads to another prediction, which is that 2008 will see the battle for “fresh” dominate the marketing scene. Expect to see fresh self-service sections expand with added variety, packaging sizes and superior flavor. While Tesco may be the impetus, it will be the continued shift back to the supermarket for everyday dining and away from restaurants that will encourage retailers to expand deli departments.

Fresh will be the key word of 2008.

The economy is also going to help renew customer interest in traditional supermarket shopping, if not traditional offers. The economy is headed south, heralded by high fuel prices, high corn prices, a collapsing mortgage market rife with foreclosures and low housing demand, and a tightening of the lending market. The result will be a deepening recession along with fewer shopping trips and less eating out. On the other hand, consumers will be demanding quality offers that are competitive with restaurants.

No discussion about quality can happen without bringing up the China conundrum. Let’s face it — anything made in China is fashionably “out.” Issues about food and product safety are not going away anytime soon and the result will be continued demand for country-of-origin labeling and, consequently, a demand for locally grown, authentic and genuine products. The more a retailer can do to ensure the transparency of food sourcing the more confident consumers will be. Products such as specialty cheeses that offer affordable luxury and a story that explains the origin and history of a natural product will continue to gain in popularity.

And, last, but not least, don’t forget “green.” Green concepts are growing as are organic, biodegradable, natural and certified humane. A few years ago, I had an interesting conversation with Roy Moore, founder and CEO of Maverick Ranch located in Denver, CO, in which he predicted that within 20 years, all foods would be 100 percent natural. We would no longer eat foods with artificial anything and “Green” would be a powerful political party. As time goes by, I’m beginning to see the wisdom of his words.

From cause marketing and the invasion of the Brits to the greening of politics, 2008 will prove to be a pivotal year.
Its sales potential is as rich as its taste.

The complex, European flavors of Fiorucci's new Rostello premium roasted ham were heralded by focus groups, who appreciated the care and attention that went into each slice. That same careful approach has been applied to our Retailer Marketing Support Program—which offers impactful point of sale, plus comprehensive sampling and couponing efforts. It's a true recipe for success.

LEARN MORE AT WWW.ROSTELLO.COM or contact John Jack at Fiorucci Foods.
jack@fioruccifoods.com | 800-524-7775
**Announcements**

**World HQ Unveiled**
Butterball, LLC, Mt. Olive, NC, will move to new corporate headquarters in Garner, NC. In mid-2008, the company will move 70 corporate and management employees from its current headquarters into the $12 million, 46,000-square-foot facility. Marking the first anniversary of Butterball, LLC, the new owner of the iconic brand, CEO Keith Shoemaker celebrated by digging a commemorative Butterball garden trowel into a Butterball, LLC, the new owner of the iconic brand, CEO Keith Shoemaker celebrated by digging a commemorative Butterball garden trowel into a museum garden brand potato products.

**Web Site Launch**
Hobart, Troy, OH, launched www.hobartcorp.com/sustainablefoodservice as a resource on sustainable design efforts and innovation for foodservice and food retail operations. The site provides information on sustainable design, farm-to-fork programs, building a sustainable kitchen and Hobart’s sustainable solutions.

**New Products**

**All-Natural Crispbread**
34° Foods with Latitude, Denver, CO, has announced the launch of its new line of all-natural crispbread available in four flavors: natural, rosemary, sesame and cracked pepper. Made without oil, 34° Crispbread is a crunchy cracker with exceptional purity of flavor. Delicious on their own, each of the four varieties is equally satisfying paired with cheese, cured meats, spreads and more.

**Mashed Potato Side Dishes**
Great American Appetizers, Nampa, ID, introduces three great flavors of mashed potatoes under the Betty Croker brand from General Mills, Minneapolis, MN. The varieties include Creamy Homestyle, Roasted Garlic and Butter and Herb. These side dishes are made from all-natural ingredients and 100 percent Idaho Russet Burbank potatoes grown by their Idaho farming partners.

**Chicken Roaster Package**
PWP, Vernon, CA, introduces a high-performing microwavable chicken roaster package that maintains freshness and reduces spills. During testing, after 8 minutes in a microwave, the container retained its original structural integrity and leak-resistant features. Provides excellent visibility/eye appeal merchandising (anti-fog coating) and the recyclable polypropylene material is resistant to grease and oils.

**Fresh Goat Cheeses**
Woolwich Dairy, Orangeville, ON, Canada, has launched its Chevrai brand of fresh goat cheeses. Chevrai flavors include original, fine herb, cranberry cinnamon, bruschetta and fig. In February 2008, Woolwich will open its first U.S. production facility located in Lancaster, WI. This 26,000-square-foot state-of-the-art cheese making facility will allow greater U.S. market expansion.

**Organic Potatoes**
ConAgra Foods’ Lamb Weston, Eagle, ID, introduces Earth’s Garden brand potato products. Made with 100 percent organic potatoes, they have the USDA Certified Organic seal. Earth’s Garden Concertina Crinkle Cuts, Wedge Cuts and Country Dices deliver the superior quality expected from organic products and Lamb Weston. With just four ingredients and no genetically modified organisms, all Earth’s Garden brand potato products are gluten free and contain 0 g trans fat.

**Spinach And Goat Cheese Lasagna**
Nestle FoodServices’ Stouffer’s, Solon, OH, presents spinach and goat cheese lasagna, made with artisan ingredients. Created in the Stouffer’s kitchens at Nestlé FoodServices, it’s a perfect upscale addition to the hot or cold deli case. The spinach and goat cheese lasagna features Laura Chenel artisan chèvre layered by hand with durum wheat pasta cooked al dente and dark-green spinach. Smoky black beans and spiced mac & jack also available.

**Transitions**

**Steven Clow** has been appointed vice president of quality at Wilkinson Industries, Inc., Fort Calhoun, NE, a leading manufacturer of aluminum and plastic food packaging. He comes to Wilkinson with substantial quality assurance leadership and experience. In his new position, he will have oversight of quality for Wilkinson’s entire operations, thermoforming and aluminum manufacturing.

**Rob Connelly** has been named president of Henny Penny Corporation, Eaton, OH. He will retain his role as marketing chief while taking on additional corporate responsibilities. Henny Penny continues a 50-year tradition of innovation, offering a wide range of high-quality foodservice equipment designed for easier operation, greater flexibility and lower operating costs.

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DELI WATCH is a regular feature of DELI BUSINESS. Please send information on new products, personnel changes, industry, corporate and personal milestones and available literature, along with a color photo, slide or transparency to: Editor, DELI BUSINESS, P.O. Box 810217, Boca Raton, FL 33481-0217, Phone: 561-994-1118, Fax: 561-994-1610, E-mail: DeliBusiness@phoenixmediainet.com
Lunch will be a picnic with Blue Ridge Farms on board!

Blue Ridge Farms has dominated the northeast and southeast retail market for over 50 years providing premium refrigerated deli specialties. By customizing our approach to deli and food service programs, for both supermarkets and restaurants, we create delicious solutions for you and your customers. With Blue Ridge Farms there is a definite distinction among competition!

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The Marketing Of Causes

A Craze For Causes

In 1990, cause sponsorship spending was only $120 million, according to the Chicago, IL-based International Events Group (IEG) Sponsorship Report, but IEG calculates U.S. sponsorship spending on cause marketing hit $1.4 billion in 2007. Various studies charted the shifting relationship between the corporate world and non-profit organizations, as well as consumer perceptions.

In 1999, according to the Haas School of Business at the University of California Berkeley, “Cause marketing is the fastest growing form of sponsorship in North America.”

The Cone Corporate Citizenship Study, a 2002 study by Boston, MA-based Cone, a consulting firm, reported 84 percent of Americans agreed they “would be likely to switch brands to one associated with a good cause, if price and quality were similar.”

The marriage of business and cause had the public’s blessings and, in vying for consumer attention, it was not only trend-bucking companies that realized the potential of this powerful partnering strategy to spike sales with a short-term promotion or to build brand equity over time. Across the line, companies could be seen teaming up with charities to raise money for both: Cupertino, CA-based Apple sells red iPods as part of the big (PRODUCT)RED effort of the Global Fund to fight AIDS, tuberculosis and malaria. New York, NY-based Build-A-Bear Workshop sells a stuffed giraffe...
Smithfield Deli Group proudly presents Lean Generation Deli. The all new line of bulk and pre-sliced deli meats has been redesigned to help you capture the continued growth in demand for healthier products. Only Smithfield brings you AHA endorsed products, first of its kind re-sealable packaging, and now support for breast cancer research and awareness, all in a comprehensive deli program.

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www.leangenerationdeli.com

For further information, contact Hary Tillman (800) 444-5226
whose proceeds support the World Wildlife Federation, headquartered in Washington, D.C. Russ Simmons, entrepreneur, sells a “conflict-free” diamond bracelet and donates half of the profits to the New York, NY-based Diamond Empowerment Fund, which helps schools in Africa, as a complement to Simmons Jewelry. Each time an Easy Button from Framingham, MA-based Staples is purchased, the proceeds from the product, up to $1 million each year, are donated to Boys & Girls Clubs of America, based in Atlanta, GA.

Last October, Smithfield Deli Group, Smithfield, VA, announced the creation of a new cause-marketing deli campaign titled Deli for the Cure. Timed to coincide with October’s National Breast Cancer Awareness Month, Smithfield Deli Group introduced the first comprehensive cause-marketing program for supermarket delis designed to help retailers and Lean Generation consumers save lives by contributing to this vital cause. All Lean Generation products carrying the Deli for the Cure mark will contribute 5¢ per pound on purchases, encouraging consumers to help support breast cancer research, awareness and early detection. The aim is to raise up to $250,000.

In an earlier effort that ran from Aug. 21 to Sept. 30, 2005, a percentage of the sales of Downers Grove, IL-headquartered Sara Lee’s leading brands of meat products went toward funding the purchase of school supplies for underprivileged children. The partnership with Sara Lee Food & Beverage’s cause-marketing campaign that benefits the Dayton, OH-based School, Home, & Office Products Association (SHOPA) Kids in Need Foundation had a goal of providing up to $1 million worth of school supplies to children nationwide.

**Cause Marketing Forum**

In recognition of the global popularity of cause marketing, Cause Marketing Forum (CMF), based in Rye, NY, seeks to educate individuals and institutions. Through online information covering topics such as how to pick the right fund-raising project and tapping the philanthropic well and through teleclasses with experts sharing success secrets, workshops, conferences, etc., CMF seeks to expand on every nuance of the art and science of this new sales pitch.

Through its Halo awards, inaugurated a few years ago, CMF wishes to draw attention/public recognition for impressive cause-marketing campaigns with award categories in Best Health-Related Program, Best Environmental/Wildlife Program, Best Social Service/Education Program, and Best Cause Marketing Event.

One of the inaugural Golden Halo Winners in 2003, Minneapolis, MN-based General Mills has been involved in numerous major cause-marketing campaigns, both corporately and through its individual brands. The company’s biggest and longest-running cause marketing initiative is Box Tops for Education, which raised more than $23 million for 77,000 schools in the 2002-03 school year, bringing the total generated to more than $90 million. At the initiative’s core is the Clip program, which donates up to $20,000 per school annually by giving 10¢ per box-top coupon redeemed from more than 800 General Mills products. Recent additions to the program enable consumers to raise similar amounts by shopping online in the Box Tops for Education Marketplace and charging with their Box Tops for Education Visa card.

Another inaugural Halo Gold winner, ConAgra Foods, based in Omaha, NE, won best Social Service/Education Campaign. In 1999, ConAgra decided to focus its philanthropic efforts on one cause: ending child hunger in the United States. ConAgra teamed with Chicago, IL-based America’s Second Harvest, the nation’s largest domestic hunger-relief organization and its network of more than 200 regional food banks serving 23 million Americans annually.

Among the program’s 2002 accomplishments were the completion of the 100th Kids Café and the fulfillment of its commitment to purchase 100 trucks for food banks. In less than one year, ConAgra Feeding Children Better rallied 80,000 employees from the company’s 70 plants and operating facilities to raise more than 200 tons of food. ConAgra has also strengthened relationships with key retail grocery customers by partnering with them to connect ConAgra brands with a cause that resonates with consumers’ beliefs and drives grocery business.

**The Halo Effect**

An article in the Winter 2006 issue of MIT-Sloan Management Review from Sloan School of Management at the Massachusetts Institute of Technology, Cambridge, MA, entitled *How Societal-Cause Marketing Affects Consumer Perceptions*, suggests, “Social-cause affiliation could also have a ‘halo effect’ on how a brand is seen on other attributes, such as trustworthiness or quality.” Other research in this study contends that, with cause marketing winning over hearts and minds of skeptical or over-stimulated consumers, companies today are increasingly treating investments in affinity marketing (with a social cause) as important strategic moves to differentiate themselves and create brand loyalty.

The same study suggests substantial segments of consumers may see sports or entertainment affiliations as too “commercial” or self-serving versus say, cancer research, environmental protection or disaster relief. This agrees with the intriguing 2005 *Cone Disaster Response Survey*, which revealed that Americans say they have more trust in companies than in government to respond to disasters (according to the September 2005 poll). The overwhelming majority of Americans expect companies to play an important and long-term role in helping affected regions rebuild. The poll finds more than half of Americans have greater confidence in corporate America’s ability to respond effectively to disasters than they do in their own government agencies.

With this sort of leadership expected from corporate America in the consumer’s imagination, overall corporate reputation, brand personality and organizational identity hinge upon the creation of meaningful associations between companies and causes.

**Look Good, Feel Good**

As far as marketing strategies go, cause marketing appears to be something of a win-win situation for all parties involved — the cause, businesses and consumers. Everyone walks away looking and feeling good.

For companies weary of jockeying for position, trying to out-innovate or out-advertise their competitors in a crowded marketplace, it can be heaven sent. Through association with a noble cause, their images are burnished as they demonstrate responsible citizenship through giving back to communities.

And, in a culture where color-coded wristbands and ribbons are all the rage, cause-related marketing makes sense/cents in more ways than one. By tapping into a societal trend of...
Now Serving #1.

When you concentrate on doing one thing well, it’s no surprise when you become #1 in the category. Beano’s deli condiments have been number one on deli menus since 1986. Ever since then, we’ve gained a faithful following of satisfied customers. Adding Beano’s deli condiments to your product offering is your best opportunity to increase add-on sales. When you offer Beano’s, your customers will be lining up for servings of the #1-selling deli condiments.

Now that’s the ticket!

Genuine original. Genuine opportunity.
wearing one’s values on one’s sleeve (political, sexual, environmental), it also satisfies the exhibitionist tendencies to publicly declare affinities (even while shopping).

Any marketing ploy that pushes our emotional buttons is psychologically shrewd, but this one is exceptionally so. On one level, it appeals to consumers’ idealism with conscientious campaigns; on another, it gives shoppers the impression they are somehow voting with their trolley, or making a difference (without going out of their way), thus assuaging the guilt of not doing enough. In short, it is political engagement made easy — minimum effort/maximum effect — and a way of doing-good-on-the-go.

Not surprisingly, a company’s community involvement boosts employee morale and loyalty, too; such is the power of ethics. The findings of the 2000 Cone/Koper Executive Study confirm that cause branding strengthens internal corporate cultures and has a dramatic influence on employee pride. Moreover, a recent survey of MBAs from top U.S. and European business schools found 97 percent of students were willing to trade income to work for a company they considered to be socially responsible and ethical. (Cause marketing companies keep employees, too; nearly 90 percent of employees report strong loyalty to companies that support a cause, compared with two-thirds of employees at other companies.)

**Inherent Dangers**

The dangers of cause marketing are primarily those inherent to toying with values. Nobody likes to feel manipulated. In creating such campaigns, disingenuousness is detrimental; glib lip service might deceive through manufacturing concern. Worse still, is hypocrisy.

Take the example of breast cancer, the poster child of corporate cause marketing. The pink sales campaigns are probably the biggest and best-known efforts in the world of cause marketing. Last October, a varied range of products — from Indianapolis Colts mini-helmets to M&M candies, from Avaya phone faceplates to Yoplait yogurt — were available in pink packaging as part of a promotion to raise awareness and money for breast cancer research.

Yet, according to Breast Cancer Action (BCA), a national grassroots education and advocacy organization located in San Francisco, CA, some companies were guilty of a practice BCA calls “pinkwashing” — connecting themselves with the cause while making products that contribute to the disease. A brief overview of such offenders, past and present, includes:

- Munich, Germany-based BMW’s 1997 Ultimate Drive campaign: For each mile anyone test-drove a BMW from retail outlets in cities across the United States, BMW donated $1 to Susan G. Komen for the Cure. Yet chemicals in car exhaust are established links to the disease.
- A decade later in 2007, New York, NY-based Estée Lauder vowed to donate $500,000 from the sales of its Pink Ribbon Collection of cosmetics to the Breast Cancer Research Foundation, based in Frisco, TX, in an effort to raise awareness about breast cancer. Currently, Estée Lauder products still contain parabens, a group of chemicals linked to breast cancer. (Meanwhile, the company refuses to sign the Compact for Safe Cosmetics to ensure its products do not contain chemicals known or strongly suspected of contributing to the disease).

As cause-related marketing continues to grow and become appropriated less mindfully, an emerging concern is that consumer overexposure, long term, might backfire and lead to overload/apathy to charitable organizations as a whole.

**Ethically Gray Areas**

Just as bioethics sprung out of new discoveries and possibilities in biological science and medicine, so too, on a lesser scale, is the need for ethics to (self) regulate the relatively new world of cause marketing. For example, it has become a controversial topic among grant seekers as nonprofits entering into such activities debate the ethics of lending their name and reputation to corporations. Some of the common criticisms are that it undermines traditional philanthropy, that nonprofits are changing their programs in order to attract dollars and that only well-established, non-controversial causes can attract sponsorship. Others bluntly maintain that it’s wrong to use charitable contributions to promote business altogether.

With media, philanthropy and education expanding the reach of the cause-marketing model, trickier new questions are being raised. In media endorsement, for example, where does public service end and corporate promotion begin? As public service-type messages from major advertisers become more commonplace, a confluence of interests might push cause marketing into ethnically gray areas.

“The lines are being blurred by for-profit organizations who are trying to profit from nonprofits, wrapping themselves in the cloak of ‘public service’ for corporate benefit,” says Don Schultz, professor at Medill School of Journalism, Northwestern University, Evanston, IL.

Examples of advertisers underwriting public service messages include:

- Beaverton, OR-based Nike, with Bo Jackson urging kids to stay in school
- Oak Brook, IL-based McDonald’s Corp., whose spots promote Ronald McDonald Children’s Charities
- Purchase, NY-based Quaker’s help for the American Medical Association (AMA) riles TV stations

**Where The Stress Falls**

While findings suggest many companies will obtain better returns through creating an affinity with a social cause than through affiliating with other more clearly commercial ventures (sports, etc.), there are many careful considerations to make in choosing societal marketing and creating an identity. For example, in taking into account the characteristics of a target market, do a sufficient number of consumers have strong affinity for the cause? Will they find association credible? Does the brand differentiate itself through association or look like a copycat?

More than 20 years after American Express’ blockbuster campaign, it is not sufficient simply to be superficially associated with a cause or partner with a nonprofit organization, but rather it’s more about integrating concern/commitment for a cause into a core component of an organization’s business strategy.

Cause-related campaigns that are researched and appear informed — where the stress falls not only on marketing but also on concern and respect for consumers’ intelligence — tend to translate better to a new breed of buyer in search of meaning, conviction and commitment from the people with whom they are willing to do business.

Today’s consumers increasingly wish to be more involved/consulted in decision-making processes, i.e., to know what their foods and companies are made of and what they stand for. Company’s aligning themselves with credible causes that resonate with consumer’s beliefs are finding good deeds translate into good business with customers who feel empowered to affect change by buying their products and grateful for the occasion to appear as ethical, caring and good citizens.
If you were at the opening of Hertfordshire, U.K.-based Tesco’s Fresh & Easy Neighborhood Markets this fall on the West Coast, chances are you caught on to its winning concept: fresh, healthful pre-prepared foods.

“Supermarket industry leaders are adding more refrigeration to the deli,” explains Doug Johnson, vice president of business development, Harry’s Fresh Foods, Portland, OR. “Fresh, pre-prepared meals are where it’s at today and in the future. As a result, we’re seeing a gradual shrinking of the center of the store and even frozen foods.”

In the deli section, entrées are a key component of prepared food sales. FreshView, the database from FreshLook Marketing Group, Hoffman Estates, IL, indicates entrées make up the largest dollar share of self-serve prepared food sales at 31.2 percent, representing approximately $1.65 billion between 2006 and 2007.

When shopping the deli, 96 percent of consumers ranked product freshness as very important, according to What’s In Store 2008 from the International Deli-Dairy-Bakery Association (IDDBA), Madison, WI.

“Frozen and shelf-stable entrées have been around for a while. Today, consumers are looking for a higher quality product, meaning fresh refrigerated, available in pre-pack and behind the glass. These items are also more convenient. It’s just heat and eat,” states John McCarthy, Jr., senior retail marketing manager, Reser’s Fine Foods, Inc., Beaverton, OR.

Pizza makes up 1.6 percent of all deli pre-prepared food dollars, or approximately $86 million between 2006 and 2007, according to FreshView, making it the eighth largest deli prepared category. However, this category is poised to grow due to the increasing popularity of pre-made refrigerated pizzas marketed to consumers as take-and-bakes.

“Trendy and/or upscale entrées that consumers ordered at their favorite restaurant are the type of products in demand when these customers shop the deli,” claims Jason Jessup, vice president of retail sales, Huxtable’s Kitchen, Vernon, CA. “We’ve responded by offering trendy items, such as chicken Marsala with Asiago pasta, beef portabella, and rosemary chicken over wild rice pilaf. Examples of traditional comfort food with an upscale twist are stuffed red peppers with turkey and wild rice, Asiago mushroom lasagna, and Italian turkey meat loaf.

“These types of products demand a higher retail than the standard lineup of entrées, and retailers are beginning to recognize and capitalize on this,” he adds.
Traditional comfort foods will always have a home in the deli, states Reser’s John McCarthy, Jr., senior retail marketing manager. “What’s new is offering the flavors customers grew up loving but just don’t have the time to make themselves or even defrost in a fresh form.”

In September, Reser’s began test-marketing Homestyle Flavors, a five-item single-serve line of high-quality comfort food entrées. Varieties include five cheese lasagna, meat and cheese lasagna, chicken fettuccini Alfredo, beef Stroganoff and rigatoni with chicken. “We’ve focused on single-serve since this segment dominates 80 percent of frozen sales,” McCarthy explains.

**Market Health**

According to U.S. Grocery Shopper Trends 2007 from Food Marketing Institute (FMI), Arlington, VA, eight out of 10 shoppers say they are trying to eat more nutritiously.

“A majority of shoppers today believe diet is a better way to manage their health than medication, and they are demanding heart-healthy and lower sodium foods. They also want an entrée with the Lean Cuisine concept but fresh not frozen,” notes Harry’s Johnson. Harry’s launched Healthy Bistro, a line of refrigerated entrées in June. The seven-item line includes teriyaki noodles, Burgundy mushrooms and beef, fettuccini Alfredo, pasta primavera, spaghetti Bolognese, homestyle chicken and noodles, and chipotle rice and beans. Each is available in 10-ounce single-serve and 4-pound bulk bags.

**Bundle Entrées And Sides**

Peter Jazwinski, president, Polean Foods, Inc., East Norwich, NY, believes the trend for complete meals — center-of-the-plate proteins and sought-after sides — in the supermarket deli will continue to grow.

“Our Canadian premium rotisserie hams best fit this trend because the product is an extremely lean, whole-muscle boneless ham,” Jazwinski explains. “The product is available in country classic, New England maple and provincial fine herbs.”

According to What’s In Store 2008, chicken makes up about 60 percent of total entrées in the deli. “Deli operators are looking for something new and different to pair with center-of-the-plate items, such as rotisserie chicken,” says McCarthy. “That means instead of regular mashed potatoes, they’re creating bundled meals around red skin, garlic mashed or Yukon gold mashed potatoes.”

In June, Harry’s introduced a 7-item line of organic, ready-to-serve side dishes packaged in 18-ounce cartons that includes macaroni and cheese, mashed potatoes, sundried tomato mashed potatoes, zesty penne marinara, spring vegetable risotto, California vegetable medley and Aztec beans and rice.

“Deli sales of organic foods are experiencing double-digit growth as busy customers continue to demand both healthful and convenient food choices,” reports Johnson.

Native Kjalii’s Jeremy advises cross-merchandising rice, chow mein or kimchi with Asian entrées. “Suggesting these combinations will make a huge difference when the consumer is planning an ‘easy’ meal.”

**Create A Meal Destination**

According to a study published in 2007 by Tyson Foods, Inc., Springdale, AR, and the Perishables Group, West Dundee, IL, consumers average only 49 seconds shopping for deli self-service products. Deli operators can take advantage of this window by using creative signage to educate consumers about products and meal solution ideas.

“The biggest challenge is getting consumers to think deli when they want a fresh entrée,” says McCarthy. “Their minds are often stuck on the frozen case. Use a combination or multiple tactics to accomplish this sell. Signage is critical to let customers know you stock these items. Also, advertising fresh entrées in the weekly circular ad is important to put a mental picture in customers’ minds and pull them into the store.”

**Capitalize On Winter Holidays**

The holidays are an excellent opportunity to test entrées, says Jason Jessup, vice president of retail sales, Huxtable’s Kitchen, Inc., Vernon, CA. “We know how extremely busy this season can be. Quality, fully prepared entrées are a great solution for many families this time of year.”

Peter Jazwinski, president, Polean Foods, Inc., East Norwich, NY, advises promoting pre-cooked hams. “Take orders. Pre-sales during the holiday period help improve planning, reduce waste and increase the bottom line.”

“Put together a holiday meal kit for customers. This can include the turkey or not and a choice of three to four sides, all for one price. All customers need to do is heat, eat and serve,” says John McCarthy, Jr., senior retail marketing manager, Reser’s Fine Foods, Inc., Beaverton, OR.

In the new year, consumers will want to lose weight and eat more healthfully, explains Doug Johnson, vice president of business development, Harry’s Fresh Foods, Portland, OR. “Advertise our Healthy Bistro line. Promoting four or five choices for one price encourages trial.”

Super Bowl XLII on Feb. 3, 2008, is an important event to keep in mind when marketing pizza in the deli section, states Jon Newsom, national sales and marketing manager, Champion Foods, New Boston, MI. “The Super Bowl is one of the biggest pizza holidays of the year. Offer a variety — cheese, pepperoni and supreme are the top sellers. Cross-merchandise pizza with two liters of soda and you’ve got a winning promotion.”

Create a special section in the deli just for fresh entrées. “Make it the ‘meals-to-go’ section and put all your fresh entrées in this location,” advises Johnson. “This way, consumers will easily know right where to go to get what they need.”

In large retail formats, merchandise fresh entrées in an open coffin case, suggests Jeremy. “Smaller store formats tend to use an upright, open refrigerated case. Either way, make sure signage is used to pull the meal concept together. People don’t generally like to ask for help. The more user-friendly the case is, the more sales.”

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2008 Specialty Cheese Guide

A quick and easy resource for the cheese professional.

Also Includes The American Cheese Guide
ONG, LONG AGO a group of Swedish warriors descended upon their Danish neighbors and stole everything in sight including a cheese with a legendary reputation. The Swedes were elated but little did they know that the cheese they had stolen from the Danes wasn’t the legendary FONTINA VALLE D’AOSTA. It was merely a copy of the cheese that the Danes had stolen from the Italians; and not a very good copy at that. The Danish Fontina lacked the firmness, suppleness and subtle flavor of the original FONTINA VALLE D’AOSTA—a flavor that reflected the lush Alpine meadows and pure glacial streams of the Italian Alps.

And the Swedish Fontina? To be kind, it bore little if any resemblance to FONTINA VALLE D’AOSTA—a regrettable situation for many.

Namely, those who continued to pay for the original.

And only got a copy.
With consumer interest surging, the specialty cheese department has the opportunity to add depth and sophistication to the deli and the entire store — as well as a unique panache competitors have difficulty recreating.

Opportunities exist for growth of ancillary products that increase incremental sales. Products such as crackers and condiments, olives, jams and chutneys are being cross-merchandised as consumers look for ways to incorporate specialty cheeses into main meal options. In addition, wine departments have found cross-merchandising promotions have increased sales for both departments.

This year’s Specialty Cheese Guide has many new additions and some of the cheeses have changed categories based on current popularity and availability. Many more cheeses are available pre-cut and, on the other end of the spectrum, many cheeses that are well loved in Europe but previously unavailable here are being flown into the United States on a pre-order basis only.

With the abundant options that make this category so attractive comes the challenge of understanding the literally hundreds of available cheeses. Once again, the Specialty Cheese Guide includes a section on American cheesemakers who are making significant contributions to the international status of American-made cheeses. Unfortunately, not every company could be included. There are over 250 U.S. cheesemakers whose cheeses are worthy of introduction and praise. Due to the many different American cheeses available, many of which have the same or similar names, the American cheesemakers are listed by the name of the company rather than the name of the cheese.

As in the past, the Specialty Cheese Guide includes name, classification, brief description, country of origin and type of milk traditionally used for each individual variety.

A category listing signified by the letter A, B, C or D is also included. It can be used to give buyers a feeling about what cheeses should be carried based on consumer demographics and the level of expertise and service a retailer can offer.

• A — Basic cheeses that appeal to a wide range of consumers, usually available in pre-cut and wrapped versions, with long shelf life and a mild flavor.

• B — Specialty cheeses not usually found in the dairy case. More expensive than “A” cheeses, they require a more sophisticated audience. Usually well known and available pre-cut and wrapped.

• C — Require not only a knowledgeable consumer base but also an educated sales staff. Often quite expensive but with wide audience appeal. May be available pre-cut and wrapped.

• D — Unusually exceptional cheeses that are expensive, require an educated staff and sophisticated clientele. May be difficult to purchase. Sometimes pungent, fragile, difficult to handle, and available in limited quantities. Often need to be pre-ordered and flown into the United States.

By Lee Smith

Abbaye de Tamie
Category: D Type: Washed Rind
Milk: Cow Origin: France
Semi-firm raw milk cheese made by Trappist monks from the Savoie region of France. Washed in brine twice a week until it is ready to be sold, it is fruity and full flavored. Usually sold at one month. Made from pasteurized milk for U.S. markets.

Abbirrato
Category: D Type: Semisoft
Milk: Cow Origin: Italy
Also known as Formaggio con Birra. Farmhouse cheese made with pasteurized milk. Starts as a small wheel typical of Treviso and is then aged with extra strong beer. Rind turns a rich copper color from the malt and beer flavors are present throughout. Delicate aroma and buttery consistency. Limited availability.

Abbondance
Category: D Type: Semisoft
Milk: Cow Origin: France
PDO. Pressed curd cheese with a natural brushed, inedible rind. Creamy brown exterior with creamy beige interior. Complex cheese reminiscent of Comté with a buttery, fruity and nutty flavor.

Adrahan
Category: D Type: Washed Rind
Milk: Cow Origin: Ireland
Pungent rind that make this cheese fall into the smelly cheese category. Semisoft paste that is fresh, fruity and a little acidic. Made from pasteurized milk and sold between three and four months old.

Affidélice as Chablis
Category: D Type: Washed Rind
Milk: Cow Origin: France
Washed with Chablis and aged three to four weeks. Similar to Espoisses and both come from the region of Burgundy; however, Affidélice has a more delicate flavor. Rind takes on a trademark orange color, sticky touch and pungent aroma. Usually must be pre-ordered and flown in.

Allgäuer Bergkäse
Category: C Type: Firm/Hard
Milk: Cow Origin: Germany
PDO. Similar to Allgäuer Emmentaler, Bergkäse is smaller, more aromatic and produced only in summer in mountain pastures in the Allgäu region.

Allgäuer Emmentaler
Category: B Type: Firm/Hard
Milk: Cow Origin: Germany
PDO. Bavarian Swiss. Raw milk cheese made from a recipe brought to Bavaria in 1821 from the Emmental region of Switzerland. Yellow paste with regular, cherry-size holes and a nutty taste.
Andes Panquehue
Category: C Type: Semisoft
Milk: Cow Origin: Chile
From the Aconcagua Valley. First farmstead South American cheese exported to the U.S. All natural, no hormones, no antibiotics. Cows graze in open free-range corrals. Creamy and smooth with a pale yellow color and mild, nutty flavor. Aged for 30 days. Fifty percent fat and 40 percent moisture. Semisoft, slightly sticky texture similar to Havarti. Available in red pepper, plain and chive.

Appenzeller
Category: C Type: Firm/Hard
Milk: Cow Origin: Switzerland
Natural, raw milk cheese with a grained, yellow to reddish brown rind. Ivory to yellow interior with a few pea-sized holes. Full-flavored to very robust cheese with a unique spicy flavor.

Asadero
Category: B Type: Pasta Filata
Milk: Cow Origin: Mexico
Similar to young Provolone with its white color and shiny exterior. Often referred to as Mexican Mozzarella because of its superior melting quality. Can be found in balls, loaves and braided. Primarily domestically produced.

Asiago
Category: A Type: Firm/Hard
Milk: Cow Origin: USA
Made from fat-free milk. Nutty flavor and pale color when young. As it ages, texture becomes drier, more crumbly, and flavor is sharp and pronounced. Color deepens with age. Tastes like a cross between Cheddar and Provolone.

Asiago d’Allevo
Category: C Type: Firm/Hard
Milk: Cow Origin: Italy
PDO. Light beige inside and out with many small holes throughout. Mild flavor. Produced in large wheels about 20 pounds, seven to nine inches high, from partially skimmed milk. Taste and texture vary greatly with age.

Azeitão
Category: D Type: Semisoft
Milk: Sheep Origin: Portugal
PDO. Prized table cheese similar to Serra da Estrela from the Beija region. Sweet, earthy, aged wheels. Beige, pinkish rind. Cream colored paste can flow. Supple paste and distinctive taste are typical of cardoon (thistle) coagulated raw ewe milk cheeses from Portugal and Spain.

Bacio di Latte
Category: D Type: Fresh
Milk: Cow Origin: Italy
Known as the “milky kiss.” Soft and creamy fresh cheese very similar to Ricotta, but texture is lighter, fluffier and smooth rather than grainy. Comes in a plastic draining basket that allows for the perfect presentation. May be used for cooking, although its sweet and delicate flavor is best enjoyed in its original state. Must be flown to the U.S. and generally requires pre-order.

Ballyoak
Category: D Type: Semisoft
Milk: Cow Origin: Ireland
Made from pasteurized milk. Made in small traditional cheese vats, mold-ripened, then placed in a kiln where oak-chip smoke slowly imparts unique flavor and texture to individual cheeses.

Banon
Category: C Type: Semisoft
Milk: Goat, Cow Origin: France
Beautiful soft cheese wrapped in chestnut or grape leaves and tied into a little bundle. Runny and intense interior with winery, fruity, nutty taste.

Beaufort
Category: C Type: Hard/Firm
Milk: Cow Origin: France
PDO. Superb mountain cheese similar to a fine Swiss Gruyère. Excellent melting characteristics. Smooth creamy texture with occasional fissures. Mild, sweet, fruity flavor.

Beenleigh Blue
Category: D Type: Blue
Milk: Sheep Origin: England
From the British Isles. A rich, sweet, gentle blue made from pasteurized milk. Less blue veining than many blues. An excellent cheese that is consistent and mellow.

Bitto
Category: C Type: Firm/Hard
Milk: Cow, Goat Origin: Italy
PDO. Semi-cooked wheel aged from 70 days up to 10 years. Ten percent goat milk is allowed. Straw-yellow rind with a white to straw-yellow interior, depending on age. Sweet delicate flavor becomes stronger with age. Produced in Lombardy.

Blarney
Category: A Type: Firm/Hard
Milk: Cow Origin: Ireland
Semifirm, part skim milk cheese. Golden interior with large eyes. Mild and mellow, especially popular for St. Patrick’s Day. Now available in smaller 5- to 10-pound waxed wheels. Also available smoked.

Bleu d’Auvergne
Category: C Type: Blue
Milk: Cow Origin: France
PDO. Intensely flavored blue produced in south-central France in the Massif Central area, primarily a sheep area, known for its craggy, granitic terrain and volcanic soil. Cow milk gives it a creamier taste and texture than Roquefort. Aged four weeks or longer. Granted AOC status in 1975. Semisoft, moist, sharp blue with pungent aroma. Pale yellow interior with defined, dark blue veins.
Sharing good times and great food with friends and family is an essential part of living “the good life!”

The La Bonne Vie collection of exquisite cheese varieties includes such classics as buttery brie and camembert the perfect compliment for a fine bottle of wine, and creamy fresh goat cheeses and goat cheese crumbles to complete that perfect appetizer or fresh salad.

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Bleu de Bresse
Category: B  Type: Blue  
Milk: Cow  Origin: France
Made in Bresse, near Burgundy. Well known with a dedicated following. Originally French competitor to Italian Gorgonzola. Basically Brie style cheese. Should have mottled bloomy rind or interior may be chalky. Domestically produced version known as Bresse Bleu.

Bleu des Causses
Category: C  Type: Blue  
Milk: Cow  Origin: France

Bleu du Haut-Jura, de Gex, de Septmoncel
Category: D  Type: Blue  
Milk: Cow  Origin: France
PDO. Hard, uncooked large flat wheel, less crumbly than most varieties. Mild flavor with a hint of hazelnuts. Made in small mountain dairies in Franche-Comté from milk of Montbéliard cows.

Bleu du Vercors/Sassenage
Category: D  Type: Blue  
Milk: Cow  Origin: France
PDO. Mild blue with delicate flavor, subtle fruitiness and mild aroma, first produced by monks in Rhône Alps. In the 14th century, the Baron de Sassenage allowed his subjects to freely sell the cheese they produced.

Blue Castello
Category: B  Type: Blue  
Milk: Cow  Origin: Denmark
Rich triple crème blue with 70 percent fat content. Mild and very creamy. Brie-like texture and fresh, woody aroma.

Blue Des Basques Brebis
Category: D  Type: Blue  
Milk: Sheep  Origin: France
Made in the Pyrenees Mountains. Complex cheese that is subtle but not heavy. Spicy and earthy.

Boilie
Category: C  Type: Fresh  
Milk: Cow  Origin: Ireland
Hand rolled balls of soft, creamy cow milk cheese preserved in sunflower oil, herbs and garlic. Made from pasteurized milk and packed in glass jars. Goat milk version is mild but with slightly more pungent taste.

Bonne Bouche
Category: D  Type: Soft  
Milk: Goat  Origin: Vermont
A small flat ash-coated disk inspired by Selles-sur-Cher from the Loire Valley. Lemony and tangy, becoming runny as it ages.

Borough Market Cheddar
Category: C  Type: Firm/Hard  
Milk: Cow  Origin: England
Traditional farmhouse Cheddar from Devon, made from pasteurized milk. Dense, smooth, close texture. Aged 12 to 13 months. Rich, nutty, slightly sweet. Caramel flavor, very balanced and mellow.

Boursault
Category: A  Type: Soft-ripened  
Milk: Cow  Origin: France
Bloomy rind triple crème with light yellow interior and a mild, rich, creamy taste. Cheese name and brand are the same. Individually wrapped and boxed in 8-ounce cylinders.

Bra
Category: C  Type: Firm/Hard  
Milk: Cow  Origin: Italy
PDO. Named after a small town in Cuneo in the Piedmont region. Produced primarily by small- and medium-sized dairy farms of the plain of Cuneo and villages of the valley floor. Pressed, partially skim milk, 16-pound wheel. Rind is dark and paste orange-yellow. Cows that produce the milk must be fed exclusively on green grass — no silage or feed allowed. Excellent table cheese. Three varieties: soft (tenero), hard (duro) and summer-only alpine (d'alpeggio). Small amounts of sheep and/or goat milk allowed.

Branzi
Category: C  Type: Semisoft  
Milk: Cow  Origin: Italy
From the Lombardy region. Part of a family of cheeses derived from Emmentaler and with same characteristics as other Alpine cheeses such as Bitto, Fontina Valle D’Aosta and Montasio. Rind is smooth, yellowish, elastic and soft. Paste is soft, pale yellow with a soft look. Sweet and delicate taste becomes strong and spicy with age. Very versatile. Excellent table cheese popular in many northern Italian recipes.

Boerenkaas
Category: C  Type: Firm/Hard  
Milk: Cow  Origin: Netherlands
Natural rind, unpasteurized, ranges from firm to very hard. Golden rind with beige-yellow interior. Pleasant nutty aroma with a rich, sharp, complex taste profile.
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Cantabria
Category: C Type: Semisoft
Milk: Cow Origin: Spain
PDO. Full name, Queso de Nata de Cantabria, means Cantabria’s creamy cheese. Made in northeastern coastal Spain from pasteurized milk and aged one week to two months. Melts in the mouth. In Cantabria, used in fish dishes, soups, stews, with chicken or enjoyed with bread.

Cantal
Category: C Type: Firm/Hard
Milk: Cow Origin: France
PDO. Pressed, uncooked, dense, pleasantly sour taste. Aluminum badge on the nearly 100-pound wheel identifies the maker. Best made in summer and aged six months. Look for a thick, gray rind. Made in Auvergne for 2,000 years. Cantal is a modern, smaller, barrel-shaped version.

Caprini
Category: D Type: Fresh
Milk: Goat Origin: Italy
Traditionally a goat cheese but often made with cow milk. Name means “little goats.” Cylinder shape. Should be very white, soft and taste like tart, fresh sweet cream.

Casciotta of Urbino
Category: C Type: Firm/Hard
Milk: Sheep, Cow Origin: Italy
PDO. Pressed, semi-cooked whole milk cylinder; 70 to 80 percent sheep milk and 20 to 30 percent cow milk. From central Italy’s Marches region and appreciated by Michelangelo. Mild, sweet with a thin, yellow rind and yellowish, crumbly paste.

Cashel Blue
Category: C Type: Semisoft
Milk: Cow Origin: Ireland
Made from pasteurized milk. Firm and relatively moist with fresh, slightly sharp flavor when young. Less salty than other blues. With age, develops melt-in-the-mouth creaminess and round, sweet, mellow flavor. Can be matured up to six months.

Castelmagno
Category: D Type: Blue
Milk: Cow Origin: Italy
PDO. Pressed, semi-hard skim milk cylinder aged up to six months. Small production cheese that may contain sheep or goat milk and may be pierced. Originated in 12th century Piedmont around the same time as Gorgonzola. Some consumers prefer Castelmagno with little or no mold development.
Introducing Woolwich Dairy Chevrai; same great taste with an elegant new design. Our rich and creamy line of fresh chèvre has a mild, tangy taste and is perfect in any application. Made from 100% fresh goat’s milk, Chevrai is available in a wide range of flavors and sizes and is rennet free.
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<td>Semisoft</td>
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<td>Portugal</td>
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<tr>
<td>PDO. Three mixed-milk cheeses from Beira Baixa protected under the name Queijos da Beira Baixa: Queijo de Castelo Branco, Queijo Amarelo da Beira Baixa, and Queijo Picante da Beira Baixa. Milk echoes the characteristics of the breeds and high quality of the pastures they graze.</td>
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</tr>
<tr>
<td>Chèvre Noir</td>
<td>B</td>
<td>Firm/Hard</td>
<td>Goat</td>
<td>Canada</td>
</tr>
<tr>
<td>Made in Quebec. Ivory-colored goat Cheddar, smooth and mellow, with persistent nutty and buttery flavors. Caramel finish when aged.</td>
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<tr>
<td>Chimay Grand Classique</td>
<td>C</td>
<td>Semisoft</td>
<td>Cow</td>
<td>Belgium</td>
</tr>
<tr>
<td>Known for floral character. Mild enough to let aromas of Belgian wildflowers shine through. Milk from cattle grazing in the Chimay countryside drawn by Chimay monastery monks. First cheese developed by the Chimay monastery in 1876. Aged in abbey’s ancient vaulted cellars for four weeks to develop aromatic bouquet and full, tangy flavor.</td>
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<tr>
<td>Chabichou du Poitou</td>
<td>C</td>
<td>Firm/Hard</td>
<td>Goat</td>
<td>France</td>
</tr>
<tr>
<td>PDO. Tiny cylinder with a firm, white paste, mottled rind and classic taste: milky, a little sour, a bit of nuttiness. Goat in Arabic is chebli; name is a reminder of Arabs migrating from Spain established goat milk cheesemaking in the Loire Valley during the 7th century.</td>
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<tr>
<td>Champignon</td>
<td>A</td>
<td>Soft-ripened</td>
<td>Cow</td>
<td>Germany</td>
</tr>
<tr>
<td>Double crème, Brie-like cheese with hand-picked mushrooms throughout. Mushroom flavor, mild and woody when young; intensifies with age. Very creamy.</td>
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</tr>
<tr>
<td>Chaource</td>
<td>D</td>
<td>Soft-ripened</td>
<td>Cow</td>
<td>France</td>
</tr>
<tr>
<td>PDO. Looks and tastes like a triple crème but with only 50 percent fat in dry matter a double. Named for small town of Chaource in the Champagne area where it has been produced for over 600 years. Mushroomy aroma. Rich, fruity flavor and creamy texture. When aged, almost liquid with a nutty, salty flavor. The perfect accompaniment to Champagne.</td>
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</tr>
<tr>
<td>Cheddar, Domestic</td>
<td>A</td>
<td>Firm/Hard</td>
<td>Cow</td>
<td>USA</td>
</tr>
<tr>
<td>No. 1 cheese consumed in the United States; accounts for over half of cheese produced. Flavor, size and color vary among cheesemakers. Also made from sheep and goat milk. Young Cheddars mild and creamy. With age, become drier and flavor deepens. Made all over the United States.</td>
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</tr>
<tr>
<td>Cheshire</td>
<td>B</td>
<td>Firm/Hard</td>
<td>Cow</td>
<td>England</td>
</tr>
<tr>
<td>English “crumbly.” Bound in calico and then sometimes waxed. Crumbly yet moist texture. Savory taste with gentle bitter tang and slightly salty. Distinctive character results from salt marshes where cattle graze.</td>
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<tr>
<td>Chèvre</td>
<td>A</td>
<td>Fresh</td>
<td>Goat</td>
<td>France</td>
</tr>
<tr>
<td>A generic term often used for goat cheese. Often a mild, dense, smooth fresh cheese. In the United States, herbs and spices often added. Flavor strengthens with age. Most fresh chèvres are domestically produced.</td>
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<tr>
<td>Colby</td>
<td>A</td>
<td>Semisoft</td>
<td>Cow</td>
<td>Wisconsin</td>
</tr>
<tr>
<td>Originated in Colby, WI. Very mild, Cheddar-like with a rich orange color. Higher moisture content than Cheddar; soft and light. Excellent melting cheese. California is very large producer.</td>
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<tr>
<td>Comté</td>
<td>C</td>
<td>Firm/Hard</td>
<td>Cow</td>
<td>France</td>
</tr>
<tr>
<td>PDO. Extraordinary French mountain cheese that owes its special flavor to unique conditions of Jura Mountains. Feeding pattern shifts throughout year explain subtle differences in color and flavor from one season to next. Type of Gruyère. Creamy, rich, piquant with a sweet, fruity flavor.</td>
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<tr>
<td>Constant Bliss</td>
<td>C</td>
<td>Soft-ripened</td>
<td>Cow</td>
<td>Vermont</td>
</tr>
<tr>
<td>From Jasper Hill Dairy. Small raw milk cheese that retains a dense tangy center. Very clean taste, rich and creamy with a hint of earthiness as it ages.</td>
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<tr>
<td>Coulommey</td>
<td>D</td>
<td>Soft-ripened</td>
<td>Cow</td>
<td>Ireland</td>
</tr>
<tr>
<td>White mold, soft-ripened cheese made from raw or pasteurized milk in 200-g and 1.7-kg sizes. Robust flavor when ripe. Soft/creamy to buttery texture with mushroom-like tang unlike other soft-ripened cheeses.</td>
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<tr>
<td>Coombe Farm Cheddar</td>
<td>C</td>
<td>Firm/Hard</td>
<td>Cow</td>
<td>England</td>
</tr>
<tr>
<td>One of three West Country PDO Cheddars. Made from pasteurized milk from Coombe’s own herd and herds from 18 nearby farms. Clean, rounded, nutty flavor with a lingering tangy finish typical of the original Somerset Cheddars.</td>
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</tbody>
</table>
Partner with Stella® for premium specialty deli cheeses.

- Full line of cheese in case-ready convenient cup and wedge forms
- Full assortment of bulk cheeses for your custom deli needs
- Year-round in-store and online merchandising

Experience the Stella® Cheese difference.
Call 1-800-824-3373 or visit www.stellacheese.com today.
Conciato Vaccino al Pepe Nero
Category: C Type: Firm/Hard
Milk: Cow Origin: Italy
Known as "the little black dress," name translates to "dressed with pepper." Made of cow milk from the Veneto area, 3.5-pound wheels coated in coarse black pepper that adds focus and affects eyes and palate. Aged for 6 months so it is firm enough to grate. Also a sheep milk version.

Cotija
Category: B Type: Firm/Hard
Milk: Cow Origin: Mexico
Now primarily domestic. Used in Mexican cuisine same way Parmesan used in Italian. Excellent grating cheese with sharp flavor and firm texture. Gaining popularity in mainstream cooking.

Coulommiers
Category: C Type: Soft - ripened
Milk: Cow Origin: France
Similar to Brie. Uneven rind with brown mottling and straw-colored interior. Full, rich, buttery flavor.

Crater Lake Blue
Category: C Type: Blue
Milk: Cow Origin: Oregon
Made by Rogue Creamery. Somewhere between Roquefort and Blue d’Auvergne. Sweet, rich and mild; not as intense as Roquefort but still has a bite. Slightly crumbly American classic.

Cream Cheese
Category: A Type: Fresh
Milk: Cow Origin: USA
Soft, very mild. Made from light or heavy cream. Velvety texture and rich nutty, slightly sweet flavor. Comes in different flavors, oftentimes with fruit, salmon, nuts or herbs added. Artisan cream cheese is very special, not at all like what is found in most dairy departments.

Crescenza
Category: D Type: Fresh
Milk: Cow Origin: Italy
A member of the Stracchino family, a generic name for a group of soft, square-shaped cheeses from Lombardy. Luscious and tangy, best eaten very fresh.

Crottin
Category: A Type: Fresh
Milk: Goat Origin: France
Many domestic versions. Usually sold as very young, fresh cheese, although aged versions available. Versatile little cheeses. Should be moist and creamy, mild and snow white. Aged versions can be quite pungent. Added herbs, spices, nuts and edible flowers are popular.

Crucolo
Category: C Type: Semisoft
Milk: Cow Origin: Italy
Artisanal cheese made from pasteurized milk from the Trentino region of northern Italy. Aged over 60 days in the cellars of Rigugio Crucolo. 27-pound wheel. Pale straw yellow interior irregularly pocked with tiny holes. Rich buttery taste with a unique tangy finish similar to a Gruyère. Excellent melting cheese; mild enough for children but complex enough for adults.

Crutin with Truffles
Category: D Type: Firm/Hard
Milk: Sheep Origin: Italy
From the Piedmont region. Small cylindrical wheel tied off with a cord. Rather crumbly texture after one month of aging. Intense flavor resulting from blend of black truffles and sheep milk. May also contain some cow or goat milk. Named for “crutin” or small cellars hollowed out of the tuff (from the Italian “tofu,” a type of volcanic rock) where cheeses were hung from cords so air could circulate.

Danish Blue
Category: A Type: Blue
Milk: Cow Origin: Denmark
PGI. Easy introduction to new specialty cheese consumers. Mild and creamy. White with distinctive blue veins and salty taste.

Double Gloucester
Category: C Type: Firm/Hard
Milk: Cow Origin: England
Color ranges from pale orange to deep red-orange. Firm body and creamy texture, although not as firm as English Cheddar. Round, mellow flavor with orange tang upon finish.

Dry Jack
Category: A Type: Firm/Hard
Milk: Cow Origin: California
Sweet and fruity with hints of wine. Rich brown rind and pale golden interior. Excellent grating cheese. Can be used in dishes calling for good Parmesan or eaten as table cheese with salami, dry ham, fruit or nuts.

Dubliner
Category: A Type: Firm/Hard
Milk: Cow Origin: Ireland

Durrus
Category: D Type: Washed Rind
Milk: Cow Origin: Ireland
Handmade in town of Coomkeen Durrus by Jeffa Gill. Outstanding raw milk cheese similar to Tomme. Light hay color interior oozes rather than runs. Sweet and milky with complex undertones of green leaves and forest undergrowth.
Edam
Category: A
Type: Semisoft
Milk: Cow
Origin: Holland
Made from reduced-fat pasteurized milk. Smooth but supple texture with waxy feel. Mild yet tangy taste and golden color. Excellent melting cheese. Good introduction to specialty cheese. Smoked and caraway versions available.

Emmentaler, Domestic
Category: A
Type: Firm/Hard
Milk: Cow
Origin: USA
Also known as domestic Swiss. Milder than its actual Swiss counterpart. Pale creamy interior. Often sold in blocks instead of wheels. Good all-around cheese, especially popular for sandwiches.

Emmentaler, Swiss
Category: A
Type: Firm/Hard
Milk: Cow
Origin: Switzerland

English Cheddar
Category: B
Type: Firm/Hard
Milk: Cow
Origin: England
Considered the original Cheddar, produced in Somerset, Dorset and Devon counties. Firm, dense, almost chewy. Tangy, wonderfully complex aromas and taste with nutty rich hints of fresh hay.

Epoisses
Category: D
Type: Washed Rind
Milk: Cow
Origin: France
PDO. Renowned cheese from Burgundy. Washed with brine and then Marc de Bourgogne. Orange coloration develops naturally from growth of breviolet bacterium linens, not a dye. When ripe, elegant, flavorful, buttery paste can be eaten with a spoon.

Esrom
Category: B
Type: Washed Rind
Milk: Cow
Origin: Denmark
PGI. Known as Danish Port-Salut. Rich and aromatic. Yellow interior with irregularly shaped holes. Can become quite pungent and spicy as it ages.

Evora
Category: D
Type: Firm/Hard
Milk: Sheep
Origin: Portugal
PDO. Wheels aged six to 12 months. Few or no holes in light yellow paste. Cardoon used to coagulate raw ewe milk.

Explorateur
Category: B
Type: Soft-ripened
Milk: Cow
Origin: France
Bloomy rind, triple créme. Very creamy, slightly grainy and salty. Should have pleasant aroma and slightly earthy taste, reminiscent of mushrooms.

Feta
Category: A
Type: Fresh
Milk: Sheep, Goat
Origin: Greece
PDO. Traditional Greek cheese. White, soft cheese ripened and brined at least two months. Made with 100 percent ewe milk or up to 35 percent goat milk. Majority of U.S. Feta made from cow milk. Mild, tangy, slightly salty taste. Crumbly texture with small uneven holes. Usually packed in brine that should be washed off before eating.

Fiore Sardo
Category: C
Type: Firm/Hard
Milk: Sheep
Origin: Italy
PDO. More than 2,000 years old. Uncooked Fiore Sardo made from raw sheep milk in mountain huts in Sardinia, suspended over fireplace during primary aging. Today, some made from pasteurized, blended cow and sheep milk. Aged two to eight months.

Fleur du Maquis Herbes
Category: D
Type: Semisoft
Milk: Sheep
Origin: France
Furry mantle of rosemary needles and gray mold topped with red chili peppers and juniper berries. Corsican sheep milk cheese. Delicious at a broad range of ages. When young, white with fresh sheep milk flavor. As it ages, center softens, rosemary brown and cheese acquires edible fuzzy gray mold. Limited availability and generally must be pre-ordered.

Fog Light
Category: C
Type: Soft-ripened
Milk: Goat
Origin: California
From Mary Keehn. Small cheese made at Cypress Grove. Covered with layer of ash topped with fluffy white bloomy rind. Moist with a clean lemony taste characteristic of a fresh goat cheese.

Foin d’Odeur
Category: D
Type: Washed Rind
Milk: Sheep
Origin: Canada
Made in Quebec. Small wheels with a cultured washed rind. Named for the “sweetgrass” herb that adorns it. Runny paste when ripe.

Fontina, Domestic
Category: A
Type: Semisoft
Milk: Cow
Origin: USA
Good all-around cheese with superior melting qualities. Also slices and grates easily. Excellent table cheese. May have thin rind or no rind at all. Mild and nutty. When aged, dry and dark with pronounced nutty flavor.

Fontina Valle d’Aosta
Category: C
Type: Semisoft
Milk: Cow
Origin: Italy
PDO. One of the world’s greatest cheeses. Heavily imitated but never copied. Light brown, cocoa-colored crust with warm ivory interior. Softens at room temperature but never runny. Warm, butternut flavor of great Emmentaler but with tang. Best eaten as a young cheese. Perfect for fondue.

Fourgerus
Category: D
Type: Soft-ripened
Milk: Cow
Origin: France
U.S. version made with pasteurized milk. From Robert Touzaire. Produced in Ille-de- France region. Bloomy-rind cheese similar to Coulommiers. Gets its name from the fern draped over the cheese. Produced in small 1.5-pound wheels.

Fourme d’Ambert
Category: D
Type: Blue
Milk: Cow
Origin: France
PDO. Tall blue-veined cylinder. From same region as Bleu d’Auvergne but more ancient lineage. Gray down covers dry, yellowish rind. White paste, profuse veining and caverns with a blue mold aroma. Creamy texture and mild, fruity taste.

Fromage Blanc
Category: B
Type: Fresh
Milk: Cow, Sheep, Goat
Origin: France
Made by coagulating milk with bacteria. Very mild with tangy finish. Fat content can range from double crème to triple crème. Soft, creamy texture similar to yogurt.

Gabietou
Category: C
Type: Semi-soft
Milk: Cow
Origin: France
PDO. Wheels of raw milk mountain cheese. Made in Gaillat region east of Tyrol, since 14th century. Dry, golden rind, smooth yellow paste with a small number of uniformly distributed round eyes. Up to 10 percent goat milk allowed.

Gališter Almkäse
Category: C
Type: Firm/Hard
Milk: Cow
Origin: Austria
PDO. Wheels of raw milk mountain cheese. Made in Gailtal region east of Tyrol, since 14th century. Dry, golden rind, smooth yellow paste with a small number of uniformly distributed round eyes. Up to 10 percent goat milk allowed.

Gamonedo
Category: D
Type: Semisoft
Milk: Cow, Goat
Origin: Spain
PDO. Natural rind cheese made from blend of raw cow and ewe milk in traditional Pyrénées style. Rich and dense, fruity and slightly acid.

Gaperon
Category: C
Type: Soft-ripened
Milk: Cow
Origin: France
Bloomy-rind, soft, pressed-curd cheese with bits of garlic and cracked peppercorns throughout. Firm when young and runny with almost overwhelming garlic and peppercorn essence when ripened. Very Brie-like.

Garrotxa
Category: C
Type: Firm/Hard
Milk: Goat
Origin: Spain
PDO. Tall blue-veined cylinder. From same region as Bleu d’Auvergne but more ancient lineage. Gray down covers dry, yellowish rind. White paste, profuse veining and caverns with a blue mold aroma. Creamy texture and mild, fruity taste.

2008 Specialty Cheese Guide
Gjetost
Category: A  Type: Firm/Hard
Milk: Goat  Origin: Norway
Made from whey, milk and cream. Dense and
rindless. Carmelization during manufacturing
creates characteristic color and sweetness. Sliced
thin and served with waffles in Norway.

Gorgonzola
Category: C  Type: Blue
Milk: Cow  Origin: Italy
PDO. Sharp, spicy blue with wonderful creamy
texture. Some of finest Italian Gorgonzolas still
aged in caves. Cylinders varying in size from 13 to
29 pounds. Thick, coarse reddish-gray rind with
powdery patches. Pale cream with greenish-blue
veined paste. “Dolce” version very creamy, more
perishable and less piquant; only rarely seen in the
U.S. American is similar to the sweet milk “dolce
latte” Gorgonzolas of Italy.

Gouda
Category: A  Type: Firm/Hard
Milk: Cow  Origin: Holland
Classic specialty cheese. Red or black wax
coating surrounds deep yellow rind and golden
interior. When young, mild and fruity flavor. When
aged, becomes drier with more pronounced flavor
— nutty and rounder — but always with sweet
undertone. Excellent domestic Gouda available.

Gran Canaria
Category: B  Type: Firm/Hard
Milk: Mixed  Origin: Wisconsin
Olive oil-cured blend of cow, goat and sheep
milk from Carr Valley Cheese Company. Fruity,
nutty, intense, sweet and pungent after two years.

Gran Padano
Category: A  Type: Grana
Milk: Cow  Origin: Italy
PDO. Hard, cooked, pressed cheese made from
part skim milk in 27 regions around the Po River.
Large wheels with thin shiny gold rind. Rich yellow
paste with granular texture. As it ages, paste
becomes harder and perfect for grating or as a table
cheese. Excellent, mellow and intense flavor.

Gran Queso
Category: C  Type: Firm/Hard
Milk: Cow  Origin: Wisconsin
Handcrafted by Roth Käse USA Ltd., style
similar to Manchego. Aged 6 months.
Basket-weave rind, full flavored ivory paste has
a bite and lingering sweet finish.

Gratte-Paille
Category: D  Type: Soft
Milk: Cow  Origin: France
Made from pasteurized milk for U.S. Double-
crème cheese aged about three weeks. From Ile de
France region and Robert Touzaire. Golden color;
wrapped in paper. Hand ladled into brick shape;
aged on straw mats. Milky, rich and very special.

Graviera of Crete
Category: C  Type: Firm/Hard
Milk: Sheep  Origin: Greece
PDO. Made exclusively in Crete from ewe milk
or mixtures of goat milk. Ripened for at least five
months. High-quality hard cheese with slightly
sweet taste.

Graviera of Naxos
Category: C  Type: Firm/Hard
Milk: Cow  Origin: Greece
PDO. Similar to Graviera of Crete but made with
either cow milk or cow milk and small amounts of
ewe and/or goat milk. High-quality, hard table
cheese. Must be aged a minimum of three months.

Gruyère
Category: A  Type: Firm/Hard
Milk: Cow  Origin: Switzerland
Semi firm, moderate fat. Superior melting and
table cheese. Classic French onion soup cheese.
Nutty flavor with sweet fruity undertones. Evenly
spaced, medium-sized holes or eyes. Domestic
Gruyère also available.

Gruyère de Savoie
Category: C  Type: Semisoft
Milk: Cow  Origin: France
Milder, sweeter and softer in texture than Swiss
Gruyère. Soft butter-colored paste. Made from raw
milk.
NO ARTIFICIAL GROWTH HORMONES LEAVES MORE ROOM FOR GOODNESS.

To get all natural Tillamook cheese in your store, visit tillamookcheese.com or call 800-899-1931.

Tillamook
Farmer owned since 1909
Marketing crackers, biscuits and flatbreads with specialty cheeses raises incremental revenue while providing a versatile one-stop shop for consumers.

There are many options to pair with cheese. Simple crackers or crisp flatbread offer a neutral background for people to taste just the cheese. Flavored options accent or enhance cheese flavors. Options such as cheese straws and cheese sticks incorporate cheese right into a bread or biscuit.

“The cracker category is almost a phenomenon,” explains Bill Ammerman, CEO of Venus Wafers, Inc., Hingham, MA. “There has been a dramatic switch back to grains, with grains as part of a healthful diet.”

There are many options for delis to offer with cheese, including pita, bagel and soy chips from Stacy’s Pita Chip Company, Inc., Randolph, MA. Frequently, consumers use either Stacy’s Pita Chips or Bagel Chips, particularly the Simply Naked versions, as a cracker alternative because they have a more substantial texture and crunch than traditional crackers,” says Steve Sears, Stacy’s vice-president of marketing.

Flatbreads, either crispy to a cracker-like consistency or served soft, also go well with cheese. Lahvosh is a cracker bread that originated in Armenia. “It’s a bread recipe,” according to Jenni Bonnie, marketing coordinator for Valhalla Lahvosh Baking Company, Fresno, CA. “It looks like a cracker but has many bread characteristics.” Its mild flavor profile can be matched with sweet or savory soft to hard cheeses.

Flatbread wraps also pair well with cheese. They can be rolled with cheese to make pinwheels; flavored wraps, such as sun-dried tomato and spinach, add flavor and color. Dominick Froicone, vice president of Cedar’s Mediterranean Foods, Inc., Ward Hill, MA, suggests cross-merchandising wraps with hummus in the specialty cheese section.

Consumers are also pairing flavored crackers, such as Venus Wafers’ line of blueberry and cranberry crackers, with cheeses. Both go well with sweet or soft cheeses.

Denver, CO-based 34° Foods With Latitude recently introduced a line of flavored crisp bread crackers. Craig Lieberman, founder and owner, says the unique crackers available in four flavors were created to be served on a cheeseboard and to accent a variety of cheeses.

Beyond cheese, a number of specialty items are available to accompany cheese. John Wm. Macy’s CheeseSticks, Elmwood Park, NJ, combines layers of specialty cheeses with baked sourdough bread into a crunchy twist or crisp. “The specialty cheese section is a nice context for the product, not so much as a cracker to receive cheese but to go on a cheese platter,” explains John Macy, founder and owner. They are available in sweet and savory varieties.

Cheese straws are a cheese snack product, offering consumers a unique texture and taste. Geraldine’s Bocadous Food Company, Jasper, GA, specifically markets to specialty cheese sections. “As a small company, we found the deli to be more accessible for a high-end cheese straw,” says Cathy Cunningham Hays, founder and owner. Cheese straws can go on a platter or serve as a stand-alone snack. “They’re also wonderful when paired with fruit, wine or cocktails,” she adds. The Cheese Straws come in Chipotle Cheddar and Pesto Parmesan.

Offering demos is a simple way of increasing sales for crackers, flatbreads, biscuits and other cheese companions. Educating consumers on pairings and flavor combinations for cheese platters can also boost sales. In fact, many companies include pairing and educational material right on their packages.

Ammerman suggests packaging these accompaniments as part of gift baskets merchandised as grab-and-go items, particularly during the holiday season.

Many of these products already have a reputation of being high-end specialties, so they offer a substantial profit margin. Marketed in or near the specialty cheese section increases the chance for impulse buys from consumers already seeking out gourmet options.

**CRACKER AND BREAD PAIRINGS**

*By Trisha J. Wooldridge*

**Gubbeen**
- **Type:** Washed Rind
- **Milk:** Cow
- **Origin:** Ireland


**Haloumi**
- **Type:** Semi-soft
- **Milk:** Sheep
- **Origin:** Cyprus

Originally flavored with mint. Sold in small squares. Supple with no rind and almost rubbery texture. Salty but less than feta. Mild flavor and aroma. Also made with a mix of goat and ewe milk. Excellent frying cheese.

**Havarti**
- **Type:** Semi-soft
- **Milk:** Cow
- **Origin:** Denmark

Popular specialty cheese, also domestically produced. Uneven holes and smooth creamy texture. Pale yellow to almost white. Very mild. Often flavored with herbs.

**Herrick**
- **Type:** Semi-soft
- **Milk:** Cow
- **Origin:** Sweden

Named for a mountain near Zurich. Light red wine-washed rind, pale to yellowish paste. Dense, smooth texture, concentrated, lingering flavor.

**Hoja Santa**
- **Type:** Fresh
- **Milk:** Goat
- **Origin:** Texas

From the Mozzarella Company. Delicate goat cheese shaped into small bundles wrapped with hoja santa leaves that infuse lemony cheese with refreshing notes of mint and sassafras.

**Humboldt Fog**
- **Type:** Soft
- **Milk:** Goat
- **Origin:** California

From Cypress Grove. Beautiful 5-pound wheel of wonderful, tangy, lemony fresh cheese characterized by the thin layer of vegetable ash that runs through the center of the cheese. Cheese sprinkled with vegetable ash and left to develop a soft bloomy white rind.

**Ibores**
- **Type:** Semi-soft
- **Milk:** Goat
- **Origin:** Spain

PDO. Made with unpasteurized milk from Serrata goats. Medium aged. Direct, creamy and very buttery on tongue. Rind rubbed with olive oil or smoked paprika.
Idiazábal
Category: C Type: Firm/Hard
Milk: Sheep Origin: Spain
PDO. From Basque region. Smoked and made from whole, unpasteurized milk from Lacha or Carranzana breeds of sheep. Strong, pronounced, slightly acidic, piquant, buttery taste; excellent balance between smoke and sheep. Made in varying size wheels and eaten at all stages of ripening.

Il Tomino
Category: C Type: Soft-ripened
Milk: Cow Origin: Italy
From Piedmont area. Cooking cheese rather than table cheese. Creamy. Looks like a small Brie with light dusting of mold on outside. Light fruity aroma when melted does not interfere with other foods. Excellent simply fried or grilled.

Jarlsberg
Category: A Type: Semisoft
Milk: Cow Origin: Norway

Imokilly Regato
Category: C Type: Firm/Hard
Milk: Cow Origin: Ireland
PDO. Produced in Mogeely — in ancient Gaelic, Ui MacCaille — in Cork. Exceptionally long grazing period — from March to October — gives milk a distinctive color and flora, reflected in taste and color of the cheese.

Kanterkaas
Category: C Type: Firm/Hard
Milk: Cow Origin: Holland

Kasseri
Category: B Type: Pasta Filata
Milk: Sheep, Goat Origin: Greece
PDO. Made from ewe milk or mixtures of ewe and goat milk. Mild and buttery but full-flavored and salty. White or slightly off-white with smooth, dry consistency. Domestic kasseri is usually 80 to 100 percent cow milk.

Keen’s Farmhouse Cheddar
Category: C Type: Firm/Hard
Milk: Cow Origin: England
Clothbound raw milk cheese made by Keen family in West Country. Aged for minimum of 12 months. Sharp, grassy, spicy.

Kefalotiri
Category: C Type: Firm/Hard
Milk: Sheep, Goat Origin: Greece
Made from sheep and goat milk or mixture of the two. Salty, piquant taste and unique rich aroma obtained after ripening for at least three months.

Labane (Lebnuh)
Category: B Type: Soft
Milk: Sheep Origin: Middle East
Traditionally made from sheep milk; today often made from cow milk. Strained, acidified, smooth and creamy yogurt similar in texture to cream cheese. Can be used in both savory and sweet applications. Sometimes made from cow milk.

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**Ladotiri**
Category: D  Type: Firm/Hard  
Milk: Sheep, Goat  Origin: Greece  
PDO. Exclusively manufactured on Mitilini Island from ewe milk or a mixture of goat and ewe milk. Preserved in olive oil. Strong flavor, hard texture and slightly salty taste. Also known as kefalaki.

**Laguiole**
Category: D  Type: Firm/Hard  
Milk: Cow  Origin: France  

**Langres**
Category: D  Type: Washed Rind  
Milk: Cow  Origin: France  
PDO. Small, soft cylinder with hollow on top. Aged only three weeks but has strong aroma, tangy flavor, and melts in the mouth. Named for city in its home region of Champagne. Wine is sometimes poured in the hollow before eating.

**L'Ariegeois Vache**
Category: D  Type: Washed Rind  
Milk: Cow, Goat  Origin: France  
Mountain cheese from Midi-Pyrénées region. Creamy white interior with lovely pink washed rind with dusting of powdery white mold. Power of aged goat cheese offset by addition of cow milk that adds sweet milk flavor and creamy texture.

**La Serena**
Category: C  Type: Semisoft  
Milk: Sheep  Origin: Spain  

**L'Étivaz**
Category: C  Type: Firm/Hard  
Milk: Cow  Origin: Switzerland  
Prized traditional raw milk Alpine cheese, similar to a fine Swiss Gruyère. Aged six to 12 months in mountain caves. Light brown natural rind. Dense, exceptionally buttery, spice and sweetness, delicate smokiness.

**Leyden**
Category: B  Type: Firm/Hard  
Milk: Cow  Origin: Netherlands  
PDO. Flavored with caraway and/or cumin. Natural inedible rind. Light yellow interior when young, creamy brown-orange interior when aged. Spicy. Large 16-pound wheels about six inches thick. Aged versions are very special.

**Livarot**
Category: C  Type: Washed Rind  
Milk: Cow  Origin: France  
PDO. Small round cheese encircled by five bands, made in Normandy. Annatto added to color rind during final wash. Aged about four weeks. Creamy interior. Smelly but spicy and flavorful, persistent finish.

**Mahón**
Category: C  Type: Firm/Hard  
Milk: Cow  Origin: Spain  
PDO. Name given to all Spanish cheeses produced on island of Menorca. Square with rounded edges. Size varies. Smooth, closed rind is oily and yellow or slightly orange due to treatment with paprika. Compact interior with different size holes.

**Majorero**
Category: C  Type: Firm/Hard  
Milk: Goat  Origin: Spain  
PDO. Young cheese has white rind. Aged cheese has brownish-beige rind with somewhat scratchy touch. Interior is compact but open with eyes spread evenly and slightly gummy texture. Acidic, slightly piquant and buttery, but not salty taste. Made from only unpasteurized goat milk.

**Manchego**
Category: C  Type: Firm/Hard  
Milk: Sheep  Origin: Spain  
PDO. Closed, clean, engraved rind is yellow to brownish-beige. Firm, compact interior is closed with few small air pockets unevenly spread. Ivory to pale yellow color. Well-developed but not too strong a taste. Buttery and slightly piquant with sheep milk aftertaste.

**Manouri**
Category: B  Type: Semisoft  
Milk: Sheep, Goat  Origin: Greece  
PDO. Soft, whey milk cheese enriched with milk or cream for melt-in-the-mouth flavor. Excellent for dessert with fruit and nuts. Very mild and creamy. Melts well.

**Maroilles**
Category: D  Type: Washed Rind  
Milk: Cow  Origin: France  
PDO. Not for beginners. One of the world’s smelliest, strongest-flavored cheeses. Rind covered with brownish-yellow mold. Straw yellow interior.

**Mascarpone**
Category: A  Type: Fresh  
Milk: Cow  Origin: Italy  
Seventy percent triple crème. Very rich and creamy with velvety texture. Taste should be mild and almost sweet, never bitter, lumpy or salty. Primary ingredient in tiramisu. Excellent domestic versions available. Flavored varieties gaining in popularity.
Midnight Moon
Category: C  Type: Firm/Hard
Milk: Goat  Origin: Netherlands
Nutty, brown-butter with caramel notes. Gouda-style wheel aged one year, made for Cypress Grove Chèvre. Smooth, with the slight graininess of long-aged cheese.

Mimolette
Category: C  Type: Firm/Hard
Milk: Cow  Origin: France

Mirabo Walnut
Category: A  Type: Soft-ripened
Milk: Cow  Origin: Germany
Brie-like cheese in distinctive blossom shape. Speckled with finely crushed walnuts for subtle, sweet, nutty taste profile. Very creamy. Excellent dessert cheese.

Mizithra
Category: C  Type: Firm/Hard
Milk: Sheep  Origin: Greece
Hard, white whey cheese. Mild, salty and shaped like ostrich egg. When young, smooth and nutty. Aged version most often found in the United States is firm, pungent and excellent for grating.

Monte Veronese
Category: C  Type: Firm/Hard
Milk: Cow  Origin: Italy
PDO. Semi-cooked, whole or skim milk cylinder with a thin, elastic rind. Yellowish paste is fruity with hint of sharpness. Name Monte Veronese originated in the early 1900s, but Verona’s cheesemaking extends from medieval times.

Montenebro
Category: D  Type: Soft-ripened
Milk: Goat  Origin: Spain
Flat, wide loaf shape. Surface-ripened external blue rind, blue-gray charcoal in color and bumpy. Aged 30-45 days. Dense bone white paste ripens from outside in. Creamy, tangy, rich flavor.

Monterey Jack
Category: A  Type: Firm/Hard
Milk: Cow  Origin: California
Created in Monterey, CA. Rich and buttery. Commonly found in flavored varieties. When young, supple and soft. Becomes firmer with age. Excellent melting cheese.

Montasio
Category: B  Type: Firm/Hard
Milk: Cow  Origin: Italy
Mozzarella, Buffalo
Category: C  Type: Fresh
Milk: Buffalo  Origin: Italy
PDO. The original Mozzarella. Sweet and milky taste with a distinct tang. As with domestic Mozzarella, it should never be bitter.

Mozzarella, Fresh
Category: A  Type: Fresh
Milk: Cow  Origin: Italy
Texture should be very moist. Tender and milky. Sweet taste ranging from slightly salty to no salt at all. Sometimes described as tasting like fresh milk. Often marinated and used in salads. Primarily a domestic cheese.

Mozzarella, Ripened
Category: A  Type: Pasta Filata
Milk: Cow  Origin: Italy
Mainly domestically produced. Second in consumption only to Cheddar. Has lower moisture content than fresh. Available in balls, loaves or as string cheese.

Munster
Category: C  Type: Washed Rind
Milk: Cow  Origin: France
PDO. Original Munster from France is big-flavored and nutty with an aromatic rind. German and Danish Muensters milder in flavor. American Muenster not washed-rind; usually made into loaves instead of wheels; can be very mild.

Murcia al Vino
Category: C  Type: Washed Rind
Milk: Goat  Origin: Spain
PDO. “Queso de Murcia Curado,” meaning aged Murcian cheese, made of pressed paste, washed, not cooked. Intense white color and creamy, elastic texture. During ripening, bathed in red wine for variable lengths of time, giving rind its characteristic color and imparting strong floral bouquet.

Murazzano
Category: C  Type: Soft-ripened
Milk: Sheep, Cow  Origin: Italy
PDO. From Piedmont, a variant of Toma. Similar to Robiola de Boccevarano but prized for higher sheep milk content, only 40 percent cow milk allowed. Soft, dense, slightly springy, mellow, delicately aromatic and highly agreeable flavor. Serve alone or with pepper and extra virgin olive oil.

Neufchatel
Category: C  Type: Soft-ripened
Milk: Cow  Origin: France
PDO. Rich, creamy, pleasantly sour, tangy flavor from Normandy. Often, but not exclusively, heart-shaped. One of France’s oldest cheeses, dating back to 1555 AD.

Nisa
Category: D  Type: Firm/Hard
Milk: Sheep  Origin: Portugal
PDO. Supple, yellowish paste, small eyes. Robust, earthy and pleasantly acidic. From Alentejo, where Merino sheep graze under cover of oak groves. Excellent table cheese.

Odenwälder Frühstückskäse
Category: C  Type: Soft-ripened
Milk: Cow  Origin: Germany
PDO. Odenwald breakfast cheese made from pasteurized milk of cows grazing rich hillside pastures. Created in Hessian Odenwald as part of rent farmers paid feudal lords. Brownish-yellow rind, yellowish paste, spicy to piquant flavor.

Oka
Category: B  Type: Semisoft
Milk: Cow  Origin: Quebec
Semisoft, surface ripened 5-pound wheel with tinted orange rind and 30 percent FIDM. Classic Oka aged 60 days. Trappist monks brought Port Salut recipe to Canada, establishing cheese making near village named Oka. Now made commercially.

Old Bruges
Category: B  Type: Semisoft
Milk: Cow  Origin: Belgium
Displays Flemish name of Oud Brugge but is also popular with Francophiles who call it Vieux Bruges. Made from pasteurized milk and very little salt, allowing a mild yet complex flavor. Aged for at least one year.

Orkney
Category: B  Type: Firm/Hard
Milk: Cow  Origin: Scotland
Displays Flemish name of Oud Brugge but is also popular with Francophiles who call it Vieux Bruges. Made from pasteurized milk and very little salt, allowing a mild yet complex flavor. Aged for at least one year.

Ossau Iraty
Category: C  Type: Firm/Hard
Milk: Sheep  Origin: France
PDO. Made in Basque region during summer, when the sheep are in the mountains. In fall, shepherds bring cheese to farms to finish aging. Orange to gray thick rind. Firm, creamy, smooth white interior.

Paggetto Reale
Category: D  Type: Fresh
Milk: Cow, Sheep  Origin: Italy
PDO. From Piedmont. Combination of creamy, delicate taste and strong flavor. Crust so light as to be almost absent. Initially compact paste becomes creamy and tends to melt in the mouth. Typically eaten fresh but also enjoyed after a few weeks of aging. Limited availability, and generally requires pre-order.

Paneer (Panir)
Category: A  Type: Fresh
Milk: Cow  Origin: India
White semisoft cheese similar to farm farmer’s cheese. Grated, stuffed, simmered or stir-fried in vegetable dishes.

Parkham Cheddar
Category: C  Type: Firm/Hard
Milk: Cow  Origin: England
PDO. From Parkham Farms in West Country. Known for rounded, buttery flavor and fruity tang. Made from pasteurized milk.
Parmigiano-Reggiano
Category: A  Type: Grana
Milk: Cow  Origin: Italy
PDO. Aged average of 24 months. Seasons directly influence flavor. Spring made has soft yellow rind, delicate flavor and herbal scent. Summer made is drier and more pungent, perfect for grating. Fall made has higher casein content suitable for longer aging. Due to cows’ dry hay diet, winter made may carry aromatic notes of exotic fruit and pineapple.

Parrano
Category: A  Type: Firm/Hard
Milk: Cow  Origin: Netherlands
An original cheese, pliant and buttery as Gouda with a nuttiness reminiscent of Parmesan, aged five months, 45 percent FIDM, from Uniekaas. Several versions available.

Pecorino Romano
Category: A  Type: Firm/Hard
Milk: Sheep  Origin: Italy
PDO. Sharp-flavored grating cheese. Pronounced, salty, nutty flavor. Can be substituted for Parmesan when more pronounced flavor desired. Large cylinders. Very hard rind and yellow-white interior.

Pecorino Sardo
Category: B  Type: Firm/Hard
Milk: Sheep  Origin: Italy
PDO. Also called Sardo. Made on island of Sardinia from fresh, whole sheep milk. Milder than Pecorino Romano. Two versions: sweet — which is soft, ripened — which is hard. Served as a table cheese or added to sauces, pastas and salads.

Pecorino Siciliano
Category: B  Type: Firm/Hard
Milk: Sheep  Origin: Italy
PDO. Oldest cheese in Sicily, written about by ancient Greeks. Cylindrical, uncooked hard cheese made from sheep milk, ripened four months. Pungent, pleasant aroma and sharp taste. Used as table cheese or for grating.

Pecorino Tartufo
Category: C  Type: Firm/Hard
Milk: Sheep  Origin: Italy
From Umbrian region of Italy, a sheep milk cheese combined with truffles.

Pecorino Toscano
Category: C  Type: Firm/Hard
Milk: Sheep  Origin: Italy
PDO. From Tuscany. Natural rind with ivory interior that darkens and gets oilier with age. Flavor ranges from mild to piquant but always with nutty olive flavor.

Perail
Category: D  Type: Soft-ripened
Milk: Sheep  Origin: France

Petit-Suisse
Category: D  Type: Soft
Milk: Cow  Origin: France
Small fresh cheese with pudding-like consistency. Should be sweet, fresh and slightly tart. Fat content ranges from 60 to 75 percent.

Piave
Category: C  Type: Firm/Hard
Milk: Cow  Origin: Italy
Named after Piave River in northern area of Veneto. Intense, full-bodied flavor similar to Parmigiano-Reggiano, but absolutely unique. Excellent table cheese that is rapidly gaining a strong following.
Picón Bejes-Treviso
Category: D Type: Blue
Milk: Cow, Sheep, Goat Origin: Spain
PDO. Today, term “Picón” reserved for blue cheeses made from mixed raw milk and ripened in natural caves in Liébana region. Aged a minimum of three months. Cylindrical shape with coarse rind. Developed, intense and very buttery taste with fresh mold aroma.

Pierre Robert
Category: D Type: Soft-ripened
Milk: Cow Origin: France
From Robert Rouzaire, triple-crème similar to Brillant-Savarin but aged longer to develop even richer texture. Made from whole pasteurized milk enriched with crème fraîche; 75 percent FIDM. Buttery, smooth with snowy white rind and characteristic tang, decadent and incredibly rich.

Pleasant Ridge Reserve
Category: D Type: Firm/Hard
Milk: Cow Origin: Wisconsin
Fruity, nutty, complex with a long, sweet finish. With age, toasted nuttiness and butterscotch flavors emerge. Ten-pound wheel from Uplands Cheese Co. Farmstead, unpasteurized milk, pastured herd.

Pont-l’Évêque
Category: C Type: Semisoft
Milk: Cow Origin: France
PDO. Washed rind cheese made from pasteurized milk. Square shaped packed in wooden box. Very popular French cheese, creamy and a little smelly but not unpleasant.

Port-Salut
Category: B Type: Washed Rind
Milk: Cow, Sheep, Goat Origin: Spain
PDO. From Liébana region. Aged minimum of two weeks. Regular variety is smooth with a sharp, buttery taste. Smoked is more developed.

Quark
Category: C Type: Fresh
Milk: Cow Origin: Germany
May be made from whole, reduced-fat or fat-free milk. Very moist white cheese with very smooth, soft texture. Should be mild and tangy with bright, fresh taste. Often described as lemon tasting. Most often domestic.

Queso Blanco
Category: B Type: Fresh
Milk: Cow Origin: Mexico
Literally “white cheese.” Latin American favorite made from fresh pressed curds molded into shapes. Mild, firm, slightly crumbly cheese. Excellent frying cheese. When heated, softens without melting. Most often domestic.

Queso Fresco
Category: B Type: Fresh
Milk: Cow Origin: Mexico
Made from fresh pressed curds. Mild, soft with crumbly texture. Slightly grainy and salty. Excellent for salads or topping Mexican dishes. When heated, softens without melting. Most often domestic.

Queso Oaxaca
Category: B Type: Pasta Filata
Milk: Cow Origin: Mexico
Stretched curd, pasta filata-style cheese wound in a ball. Can be pulled apart like string cheese. Similar in taste to ripened Mozzarella. Excellent melting qualities. Also called Quesillo. Most often domestic.

Queso Panela
Category: B Type: Fresh
Milk: Cow Origin: Mexico
Mild, soft, white, often carrying imprint of basket it was molded in. Easily absorbs other flavors. Often coated/wrapped with herbs, spices and leaves. Lovely and delicate. Most often domestic.

Quescos de Liébana
Category: D Type: Fresh
Milk: Cow, Sheep, Goat Origin: Spain
PDO. From Liébana region. Aged minimum of two weeks. Regular variety is smooth with a sharp, buttery taste. Smoked is more developed.

Raclette
Category: C Type: Firm/Hard
Milk: Cow Origin: Switzerland
Firm, uncooked, pressed cheese, nutty flavor, silky texture. Originated in Valais canton. Now also made in the French regions of Savoie, Franche-Comte and Brittany. Traditionally heated in front of fire or with special machine and then scraped onto bread or fingerling potatoes. Delicious as table cheese served at room temperature.

Ragusano
Category: C Type: Firm/Hard
Milk: Cow Origin: Italy
PDO. Uncooked whole milk cheese. Sweet, delicate, pleasantly sharp when matured a short time for table use. Cheeses matured for grating are sharper and more savory. Smooth, thin rind, close textured white to yellow paste and pleasant aroma.
Red Leicester
Category: B  Type: Firm/Hard  Milk: Cow  Origin: England
Cloth-bound. Firm, flaky, buttery texture and slightly sharp butterscotch richness, rather nutty and medium-strong flavor. Marvelous deep orange color. Best eaten after six to nine months when flavor has intensified.

Requeson
Category: B  Type: Fresh  Milk: Cow  Origin: Mexico
Texture very similar to Ricotta but slightly looser. Very mild fresh milky taste, never salty. Used for enchilada fillings. Most often domestic.

Rembrandt
Category: B  Type: Firm/Hard  Milk: Cow  Origin: Netherlands
Gouda from Friesland, aged 12 months. Wheel approximately 22 pounds, natural rind, golden cream color paste, rich, tangy, with slight crystallization, 48 percent FIDM. Highly recognized in international competitions.

Ricotta
Category: A  Type: Fresh  Milk: Sheep, Goat  Origin: Italy
Traditionally made from whey. Domestic versions commonly made with cow milk. May also be made from sheep or goat milk. Mild sweet nutty flavor. Texture should be grainy with small grains and slightly dry. Baked, smoked and dried versions available. Domestically mostly cow milk.

Ricotta Salata
Category: B  Type: Firm/Hard  Milk: Sheep  Origin: Italy

Ridder
Category: C  Type: Firm/Hard  Milk: Cow  Origin: Norway
"Knight" in Norwegian. Inspired by Port Salut and produced since 1969. Distinctive, sharp taste, smooth texture without eyes and edible rind with 38 percent FIDM.

Robiola Castagna
Category: D  Type: Soft  Milk: Goat  Origin: Italy
Seasonal cheese from Langhe region. Mixed milk cheese primarily from goat milk. Small round disk of fresh cheese usually ripened for about two weeks. Wrapped in chestnut leaves giving it earthy flavor with pure white interior. When young, chalky texture; creamier texture as it ages.

Robiola di Roccaverano
Category: D  Type: Fresh  Milk: Cow, Sheep, Goat  Origin: Italy
PDO. White cylinder, neither ripened or aged. Skin develops over fine paste. Prized for delicate aroma and lightly sour, savory taste. Originated in Piedmont during time of Celtic Liguri tribes. Up to 85 percent cow milk, at least 15 percent goat or sheep milk.

Rogue River Blue
Category: C  Type: Blue  Milk: Cow  Origin: Oregon
Best Blue Cheese at World Cheese Awards in London in 2004, the first time in history an American cheese beat Stilton and Roquefort. Very rich, covered in Syrah grape leaves and macerated in Clear Creek Pear Brandy.

Ricotta Salata
Category: B  Type: Firm/Hard  Milk: Sheep  Origin: Italy

Robiola Bosina
Category: D  Type: Soft  Milk: Cow, Sheep  Origin: Italy
From Langhe region in northern Italy. Little square of mixed milk cheese; delicate; ripens to delicious runny, mild, sweet interior. Rind strong enough to hold it together; a taste treat by itself.
Roncal
Category: C Type: Firm/Hard
Milk: Sheep Origin: Spain
PDO. From Navarre in Pyrénées valley. Made from unpasteurized sheep milk and aged a minimum of four months. Cylindrical with dark gray or straw-colored rind. Well developed, structured, buttery flavor with aroma of straw, dried fruit and mushrooms.

Roquefort
Category: B Type: Blue
Milk: Sheep Origin: France
PDO. Most famous French blue and significant in any cheese lineup. Soft, but crumbly and moist, Abundant blue-green veining. Powerful, full-bodied butterscotch-sweet yet spicy with distinctive aroma. Powerful and highly prized.

Rossini
Category: C Type: Blue
Milk: Cow Origin: Italy
From Lombardy region. Made with whole pasteurized cow milk. Cured in must from passito grapes used to make Pantelleria wine. Aged for about three months; blue veining becomes more pronounced, rind takes on light burgundy tints from the wine and develops a distinct and piquant taste. Rich in hints of apricots and almonds.

Saint Marcellin
Category: D Type: Soft-ripened
Milk: Goat, Cow Origin: France
From Dauphiné region in southeastern France. Soft and creamy. Often made with cow milk; originally a goat milk cheese. Rindless with a dusting of ambient white mold that makes it wrinkle on top. Rustic, nutty aroma, light yeasty acidity and yeasty flavors. Sold in crock. Should be eaten at room temperature or slightly warm.

Saint Nectaire
Category: C Type: Semisoft
Milk: Cow Origin: France
PDO. A Tomme-style, uncooked pressed cheese. Longer ripening produces greater flavor intensity. A combination of white, yellow, red and brown flora may cover rind. Body is supple, creamy to soft. Slight acidity, strong lactic taste and hazelnut flavors.

Salers
Category: C Type: Firm/Hard
Milk: Cow Origin: France
PDO. Similar to Cantal and from the same region. Farm-made from raw milk, spring through fall only. Aged three to 18 months, complex, fruity and supple. Wheels marked “Tradition Salers” exclusively from milk of the Salers breed.

San Simon
Category: C Type: Firm/Hard
Milk: Cow Origin: Spain
Soft to very firm depending on age. Polished, walnut-colored rind and golden interior. Creamy, delicately smoked flavor ranges from milky to piquant depending on age. Dunce-cap shape.

Sao Jorge
Category: C Type: Firm/Hard
Milk: Sheep Origin: Portugal
PDO. Unpasteurized whole milk cheese from Sao Jorge in the Azores. Edible rind, firm, yellow paste, small, irregular eyes. Tangy, peppery taste. Used as an ingredient or eaten with bread.

Sbrinz
Category: C Type: Firm/Hard
Milk: Cow Origin: Switzerland
Aroma like a bouquet of flowers, which is more pronounced as cheese ages. Firm, dry, light to golden brown, smooth rind, Ivory to light yellow interior. Salty, sour-sweet, pure clean taste and nuances of roasted chicory.

Scamorza
Category: C Type: Pasta Filata
Milk: Cow Origin: Italy
Young, mild, ivory-colored cheese similar to Mozzarella but drier and chewier. Traditionally, made by Caciocavallo cheesemakers when Sirocco winds were blowing and unfavorable to making cheese. Scamorza Afumicato is smoked version. Excellent domestic versions are available.

Selles sur Cher
Category: D Type: Soft-ripened
Milk: Goat Origin: France
PDO. From Loire and Cher river valleys. Best in spring through fall. Vegetable ash covering protects paste from drying while ripening. At its peak when bloom on top of ash develops blue mold. White interior, hazelnut flavor.

Serpa
Category: D Type: Semisoft
Milk: Sheep Origin: Portugal
PDO. Raw milk of Merino sheep from Alentejo region. Aged six months. Strong aroma, buttery consistency and sweet peppery flavor. Goes particularly well with good bread and red wine.

Serra da Estrela
Category: D Type: Semisoft
Milk: Sheep Origin: Portugal

Shropshire Blue
Category: C Type: Blue
Milk: Cow Origin: England
Cylindrical with bright orange, crumbly interior and rough, brown rind with generous beautiful blue veining. Sharp, rustic flavor. Exceptional blue.

Single Gloucester
Category: B Type: Firm/Hard
Milk: Cow Origin: England
PDO. Made from skim milk. Firm-bodied but moist with more of an open texture than Double Gloucester. Not colored with annatto. Delicate creamy taste with pleasant slightly sharp freshness on finish.
Snofrisk
Category: A  Type: Fresh
Milk: Goat, Cow  Origin: Norway
Smooth, soft, spreadable cream cheese, 80 percent goat milk, 20 percent cow cream, 25 percent FIDM. Introduced in 1994 for Lillehammer Olympic Games.

St. André
Category: A  Type: Soft-ripened
Milk: Cow  Origin: France
Bloomy rind triple crème. Wonderful dessert cheese very soft at room temperature, mild yet extremely rich with cream sweetness. Pleasant aroma. Wonderful with fresh fruit. Crowd pleaser.

St. Killian
Category: C  Type: Soft-ripened
Milk: Cow  Origin: Ireland
Hexagonal Camembert-style cheese handmade on Carrigbyrne Farm in County Wexford. White rind. Very mild when young but develops clean, aromatic flavor when older.

St. Tola Crottin
Category: D  Type: Fresh
Milk: Goat  Origin: Ireland
Fresh buttons of farmhouse melt-in-the-mouth goat cheese. Smooth texture and rich, sweet, organic milk taste. As it matures, flavors become more pronounced and texture firmer. Natural rind develops with aging.

St. Tola Log
Category: D  Type: Fresh
Milk: Goat  Origin: Ireland
Original St. Tola product. Organic. Smooth, fine-grained texture. Creamy, sweet taste with many sub-flavors. Flavor develops and texture gets more compact with maturity. Natural rind develops with aging. Eaten fresh through to maturity.

Stilton
Category: B  Type: Blue
Milk: Cow  Origin: England
PDO. Good Stilton rind exudes wonderful aromas of cellars, stonewalls and molds. Perfect Stilton is rich and creamy, not dry and crumbly, with clean, lasting, tangy finish. Should not be sold too young, when it can be bitter and dry. Classic blue.

String Cheese
Category: A  Type: Pasta Filata
Milk: Cow  Origin: USA
Many countries claim ownership, but majority is U.S. produced. Handmade string cheese usually braided and Middle Eastern in style. Delicious, very mild and milky. Great for melting or eating out of hand. Don’t confuse with bland dairy case item.

Svecia
Category: B  Type: Firm/Hard
Milk: Cow  Origin: Sweden
PGI. Produced since 13th century. Firm, resilient yet tender. Matured two months or more, becoming mildly acidic and full-bodied with age. Uniform yellow paste contains evenly distributed, small, irregular holes.

Taleggio
Category: C  Type: Washed Rind
Milk: Cow  Origin: Italy
PDO. Table cheese made from milk of Lombardia cows and aged for 50 to 60 days in the Valsassina Valley. Rosy-brown rind with soft thin crust. Characteristic double-texture paste — soft, slightly stringy and straw-yellow as well as a firm, crumbly and white-colored inside. Often covered with irregular spots of grayish mold. Aromatic fragrance can be pungent in mature cheeses. Sweet and delicate yet slightly sour or tangy taste.

Telemé
Category: B  Type: Soft-ripened
Milk: Cow  Origin: California
Smooth, creamy and similar in taste to Monterey Jack. Texture and interior of good Brie. Slightly tangy. Flavor deepens with age; texture becomes runnier and very spreadable. Large pieces may have rice flour crust.
Tête-de-Moine
Category: D  Type: Firm/Hard
Milk: Cow  Origin: Switzerland
Strongest Swiss cheese. Sophisticated, complex raw-milk cheese. Sweet, tangy, woody, flowery and herbal. Straw-colored interior darkens with age. Typically shaved into rosettes, not cut with knife.

Tetilla
Category: C  Type: Semisoft
Milk: Cow  Origin: Spain
PDO. Tetilla translates to “nipple.” Traditionally flattened, pear-shaped cone with small nipple on top. Easily recognized by shape and smooth, fine, straw-colored rind. Soft and creamy with mild flavor.

Tilsiter
Category: C  Type: Semisoft
Milk: Cow  Origin: Switzerland
Made in flat round loaves with natural reddish-brown rind. Ivory to light yellow color. Interior has small sparse holes. Taste ranges from full-flavored to strong.

Toma Piemontese
Category: C  Type: Firm/Hard
Milk: Cow  Origin: Italy
PDO. Cow or mixed non-fermented milk with a fat content no lower than 18 percent. Pressed, semi-cooked cylinder made throughout Piedmont since Roman times. Varied appearance and size. Softness and taste result from whole or skim milk, hoop size and maturation period. Flavor sweet to deep and savory.

Toma Valle d‘Aosta
Category: D  Type: Firm/Hard
Milk: Cow  Origin: Italy
Most often made by individual farms in Alpine Valleys. Cylindrical, no more than 22 cm in diameter. Thin yellowish rind and white or yellowish interior with small eyes. Sweet, slightly piquant taste. Ripens under a layer of mountain grasses, which lend particular taste and aroma.

Tommasino Caprino
Category: D  Type: Fresh
Milk: Goat  Origin: Italy
Fluffy, light and delicate fresh goat milk cheese. Produced by La Capreria, a small organic farm near Monti Berici in Veneto region of northeastern Italy. Free-range goats eat neither silage nor fodders.
**Tomme de Savoie**

Category: D  
Type: Firm/Hard  
Milk: Cow  
Origin: France  
PGI. Pressed, uncooked raw milk wheel aged three to six months. Rough gray rind develops flora and cellar aromas; subtle, creamy flavored paste. In this region, Tomme refers to cheese made with leftover milk, whole or skim.

### Torta del Casar

Category: D  
Type: Semisoft  
Milk: Sheep  
Origin: Spain  
PDO. Spectacular Extremadura cheese similar to La Serena. Soft, flat, ringed cylinder, intensely creamy texture with rich, nutty and tangy flavors, floral and herbal aromas, slightly bitter finish. Slice chilled, or cut top off as if it were a lid and spread cheese onto bread.

**Ubriaco**

Category: C  
Type: Firm/Hard  
Milk: Cow  
Origin: Italy  
“Drunken” cheeses from Veneto. After World War I, peasants who had been supplying troops with food for years became protective of their cheeses. Wheels hidden in vats of fermenting must and tradition of “drunken” cheeses began. Flavor profiles vary greatly depending on initial cheese type and type of wine must used for curing. Typically, name of the wine follows Ubriaco.

**Ubriaco al Recioto Gambellara**

Category: D  
Type: Firm/Hard  
Milk: Cow  
Origin: Italy  
Underneath layer of sweet wine and aromatic grape must, extra aged (minimum 12 months) stravecchio Monté Veronesse d’Allevo PDO made with partially skinned raw cow milk. Prestigious white wine known for amazing sweet round body. Cheese has trace of piquant acidity; influence of white wine known for amazing sweet round body.

**Ubriaco al Torcolato di Breganza**

Category: C  
Type: Firm/Hard  
Milk: Cow  
Origin: Italy  
Asiago d’Allevo DOP soaked in golden Italian dessert wine. Aged for a minimum of 12 months and sometimes as long as 18 months. Allowed to dry on mats to achieve concentrated heady flavor with characteristics of sweet wine, giving it delicate taste with full, warm, slightly alcoholic glow.

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**CONDIMENTS PROVIDE EXTRA RING**

*By Trisha J. Wooldridge*

Condiments add dimension, color and taste to even the best cheeses. Consumers shopping for specialty cheeses want upscale options, so it makes good sense to offer high-end add-ons, such as spreads, mustards and relishes.

Making the deli a destination location where customers can find all their cheese needs or an outstanding appetizer tray drives both impulse sales and repeat purchases.

“Our gourmet mustards are a great incremental sale,” says Dominic Biggi, vice president of sales for Beaverton Foods, Inc., Beaverton, OR. The company takes both care and time before it puts a product out under its brands. “I like to think customers look for that quality.”

The same can be said for other condiments. Customers willing to pay for high-quality specialty cheeses are more likely to pay for high-quality condiments to add depth, dimension and diversity to their cheese courses.

“The Italians were onto something when they invented antipasto,” notes Mary Ann Vagrin, director of public relations for G.L. Mezzetta, Inc., American Canyon, CA. “Antipasto or antipasti means ‘before the meal.’ The variations are practically endless.”

For example, cheeses such as Mozarella, Parmigiano-Reggiano and Provolone set with rosemary or Italian herb crackers, artichoke hearts, peppercorns, thinly sliced prosciutto and olive tapenade make a flavorful Italian antipasti. Another Mediterranean mix might include Feta, goat cheese, hummus, pita crackers, flatbread, Kalamata olives, tabbouleh and roasted red peppers.

FoodMatch, Inc., New York City, NY, specializes in olives, marinated vegetables and antipasti. According to Kevin O’Conner, vice president of sales. “Once we merchandised in the cheese section, sales climbed dramatically.” Olives and antipasti pair well with cheese, he explains. “The best place for these items is in the cheese section.” Although marinated vegetables, olives and relishes are primarily flavor-driven, they are also better-for-you items that cater to the health trends across the United States.”

Hummus is frequently offered on Mediterranean platters. “Hummus is setting the world on fire,” notes Dominick Frocione, vice president of sales for Cedar’s Mediterranean Foods, Inc., Ward Hill, MA. “It’s gaining more space and gaining more sales. It’s in critical mass in Massachusetts, still growing in double digits.” Adding to the company’s growth is its new packaging and a new product line of creamier hummus swirled with cheeses or condiments, such as feta, tabbouleh and olive tapenade.

Although many people don’t immediately think of hot sauce as a condiment for cheese, it works well with many cheeses and appeals to the growing number of Americans who have embraced the “pepperhead” culture and are looking for more heat. “Hot sauce goes on everything,” states Luis Saavedra, general manager Tapatio Hot Sauce, Vernon, CA. Tapatio’s special blend of three peppers can be added to dips made with soft cheeses.

Fruit pastes are traditionally served with cheese throughout Europe, but the pairing is relatively new in the United States. Denver, CO-based 34th Foods With Latitude imports gourmet fruit pastes from Australia. These pastes are designed to accompany cheese, according to Craig Liebermann, founder and president. “They’re meant to complement cheese, not overpower it. When paired correctly, the paste lifts cheese to another level.”

The company’s brightly colored packaging stands out in a cheese display and includes wine and cheese pairing advice to make it easy for consumers to choose items that work well together.

The best way to boost sales of high-end condiments that accompany specialty cheeses is through consumer education. Most of these products include flavor profiles, usage and pairing information on the packages. Delis can also educate their patrons using demos that match these items, so customers can learn how these different products taste on their own — and how they taste together. Many fence-sitting consumers decided to buy once they have experienced a well-balanced match.

Additionally, delis should include combinations of specialty cheeses and condiments in their own creations. If there is a sandwich program, signature sandwiches or weekly specials can include unique combinations of gourmet cheese and condiments matched with profiled meats. For example, use a whole-grain or fruitied mustard with Black Forest ham, Provolone and pepadews for an upscale sandwich. A platter or catering program can also include diverse trays, such as antipasti, or high-end selections that pair imported fruit paste with specialty cheese.

Exposing consumers to more options for their cheese courses and party platters by offering a variety of accompanying condiments can increase customer satisfaction while driving both impulse and return sales on products with high profit margins.
Unbriaco di Fragola-CINTO
Category: C Type: Firm/Hard
Milk: Cow Origin: Italy
Marriage of two uncultivated vines give cheese its name. Fragola imparts aromatic hints of wild strawberry. Clinto has particularly fruity taste typical of feral wines of Veneto. Cheese from Veneto is similar to Montasio. Outstanding flavor, regal good looks. Very thin, edible rind of intense purple. White or slightly straw-colored cheese with small eye formations.

Urgelia
Category: D Type: Semisoft

Vacherin Fribourgeois
Category: D Type: Semisoft
Milk: Cow Origin: Switzerland Classic fondue cheese; also delicious raw. Reddish brown rind and light golden interior. When young, mild and fresh. Becomes flavorful with age.

Vacherin Mont d’Or
Category: D Type: Semisoft
Milk: Cow Origin: Switzerland Creamy mild and delicate. Tied with fir bark and packed in fir wood box that imparts hint of tannin to cheese. Bloomy, soft, raised rind, amber to reddish-brown in color. Ivory-colored interior.

Valdeon
Category: C Type: Blue
Milk: Cow, Goat, Sheep Origin: Spain PGI. Like Cabrales, may blend cow, goat and/or sheep milk and cave-aged. Unlike Cabrales, milk pasteurized and wheel wrapped in huge sycamore leaves. It looks great on shelf with deep blue veining; wows palate with buttery balance of three milks, dominant of which is cow. Spicy, piquant with sweet undertone and persistent finish.

Valençay
Category: D Type: Semisoft

Valtellina Casera
Category: C Type: Firm/Hard
Milk: Cow Origin: Italy PDO. Evolved in 18th century Lombardy from popular Bitto. Semi-cooked wheel, semi-skim milk. With age, pale yellow rind and white paste darken, delicate sweet flavor intensifies. Enjoyed fresh or medium mature.

Vorarlberger Alpkäse and Bergkäse
Category: C Type: Firm/Hard
Milk: Cow Origin: Austria PDO. Aromatic, piquant large wheel aged from three to six months. Partly skim, raw milk of grass-fed cows. Produced for centuries by independent Alpine Vorarlberg dairies, but now cooperatively marketed.

Wensleydale
Category: B Type: Firm/Hard
Milk: Cow Origin: England Dry, smooth, semi-hard cheese. Shares traits with young Cheddar, White Stilton and Caerphilly. Crumbles into chunks while maintaining creamy mouth feel. Popular for bright zing and honeyed aroma that goes well with fresh fruit.

Zamorano
Category: D Type: Firm/Hard
Milk: Sheep Origin: Spain PDO. From Castile-León plateau. Dark gray, oily rind. Closed, compact interior with tiny crystal-like dots spread evenly throughout. Intense, although not too strong, slightly piquant and buttery taste.
American cheesemakers made great strides in 2007, winning 10 gold, 15 silver and 13 bronze medals at the 2007 World Cheese Awards in London, England, where the world’s most prestigious cheesemakers compete for international recognition. American cheesemakers won gold medals in traditional European categories, such as Brie, Mozzarella and Cheddar, and for unique American varieties, such as Bessies Blend, Cave-aged Marisa, Marco Polo and Humboldt Fog.

Many American cheesemakers are no longer trying to imitate the Europeans but, instead, are gaining respect for new cheeses borne of skill, knowledge and the freedom to experiment beyond the boundaries of tradition.

American consumers are looking for regional delights so small cheesemakers whose only outlets were local restaurants, festivals and farmers’ markets have found their cheeses coveted by fine retailers willing to introduce seasonal varieties and make concessions for non-standardized sizes and the lack of SKUs. Record numbers of retailers view a superior specialty cheese department as a point of differentiation that can set their stores apart from competition and extend their customer base.

Many stores are finding an American specialty cheeses section is not a “concession” to a local economy but, instead, adds complexity and depth to their departments. A fine cheese department can no longer dismiss American specialty cheeses given their international recognition for superior quality.

However, understanding American specialties is difficult. The tradition of and restrictions on some well-known European cheeses allow for a better initial understanding of what a cheese name represents. PDO cheeses, such as Manchego from Spain or Robiola from Italy, have enough common characteristics to make them recognizable regardless of the producer, while unique American cheeses have individual characteristics making them difficult to remember.

The organization responsible for supporting and educating U.S. professionals is the American Cheese Society, Louisville, KY. Information can be obtained by calling 502-583-3783 or by going to the Web site at www.cheesesociety.org.

By Karen Silverston
Achadinha Cheese Company
Petaluma, CA

Alto Dairy Cooperative
Waupun, WI
Cow milk. Farmer-owned dairy cooperative. Seasonally produced Black Creek brand Pasture-Grazed Cheddar. Cheeses: Cheddar, Colby, Munster, Brick, Monterey Jack, Mozzarella, Provolone, Fontina, Black Creek Aged Cheddar, Black Creek Pasture-Grazed White Cheddar

Amaltheia Organic Dairy, LLC
Belgrade, MT
Goat milk. Plain and flavored fresh cheeses, farmstead. Cheeses: Chévre, Roasted Garlic and Chive Chévre, Spiced Pepper Chévre, Sun-Dried Tomato Chévre, Perigord Black Truffle Chévre, Feta, Ricotta

Andante Dairy
Petaluma, CA
Cow, goat and mixed milk. Handmade, fresh, soft-ripened and triple crème. Cheeses: Nocturne, Piccolo, Mélange, Rondo, Minuet, Metronome

Ballard Family Dairy and Cheese
Gooding, ID
Cow milk (Jersey). Halloumi-style grilling cheese, Cheddar, cheese curds. Cheeses: Idaho Golden Greek Grillin’ Chèvre, Jersey Goat, Idaho White Cheddar, Idaho Pepper Cheddar, Ballard’s Idaho Danish Pearl, Idaho Garlic Herb Cheese Cards

Bass Lake Cheese Factory
Somerset, WI
Cow and goat milk. Handmade traditional and original recipe cheeses. Cheeses: Colby, Butter Jack with Cinnamon, Green Olive Cheddar, Munster Delray, White Gouda

Beechers Handmade Cheese
Seattle, WA
Cow milk. Seasonal versions of signature Cheddar, cultured fresh farmer’s cheese, original recipes. 2007 World Cheese Awards: Gold Medal for Marco Polo. Cheeses: Flagship, Flagship Reserve, Just Jack, Marco Polo, Blank Slate

Beehive Cheese Co.
Uintah, UT

Belfiore Cheese Company
Berkeley, CA

BelGioioso Cheese, Inc.
Danmark, WI
Cow milk. Traditional Italian-style cheeses made from raw or pasteurized cow’s milk. Cheeses: Provolone, Mascarpone, Fresh Mozzarella, American Grana, CreamyGorg, Ricotta con Latte, Parmesan, Asiago, Fontina, Romano, Pepato, Auribella, Italiano, Peperoncino, Kasseri, Crescenza-Stracchino, Burrata

Belle Chévre (Fromagerie Belle Chévre)
Elkmont, AL
Goat milk. Handmade fromage blanc, logs, crumbles, plain, herbed. Rounds in olive oil. Cheeses: Chèvre Log, Chèvre Disc, Chèvre de Provence, Fromage Blanc, Tuscan Chèvre, Confetti Chèvre, Greek Kiss

Bellwether Farms
Petaluma, CA

Bittersweet Plantation Dairy
Gonzales, LA
Cow and goat milk. Artisanal fresh, soft-ripened, triple cream and aged cheeses. Cheeses: Fleur-de-Lis, Fleur-de-Teche, Evangeline, Gabriel, Feliciana, Holy Cow, Karskaval, Bulgarian-style Goat’s Milk Feta, Creole Cream Cheese

Boggy Meadow
Walpole, NH
Cow milk. Aged farmstead cheese made with raw milk, vegetarian rennet. Cheeses: Baby Swiss, Smoked Swiss, Salsa Jack, Fiddlehead Tomme

Bravo Farms
Traver, CA
Cow milk. Raw milk, artisanal cheeses handmade with vegetarian rennet. Western Sage Cheddar — Silver Medal, 2006 World Cheese Awards. Cheeses: Chipotle, Western Sage and Premium White Cheddar, Queso de Oro, Silver Mountain, Tulare Cannonball, Queso Bravo

Brunkow Cheese of Wisconsin
Darlington, WI
Cow milk. Brunkow Cheese label specialty cheese; Fayette Creamery label artisan cheese. Cheeses: Brunkow Raw Milk Cheddar, Raw Milk Cheddar Spreads, Brun-usto, Fayette Creamery Little Darling, Avondale Truckle, Argyshire and Pendarvis

Bubalus Bubalis Mozzarella
Garden, CA
Water buffalo milk. Fresh mozzarella, individually packed in brine, and other varieties made from milk from the company’s Southern California water buffalo herd. Cheeses: Fresh Mozzarella di Bufala, Provolleta, Scamorza, Ricotta
Bunker Hill Cheese Co., Inc.
Millersburg, OH
Cow milk. Amish farm milk cheeses. Heini’s Yogurt Cultured Cheese, more than 30 varieties.
Cheeses: Original, Garden Vegetable, Jalapeño Pepper, Garlic Herb, Sun Dried Tomato Basil, Cayenne Cilantro, Peppercorn Chive, Tomato Garlic

Cabot Creamery Cooperative
Montpelier, VT
Cow milk. Farmer-owned cooperative since 1919. Specialty Cheddars aged 60 days to 60 months, flavored and reduced fat. 2007 World Cheese Awards: Bronze for Vintage Choice Cheddar and Old School Cheddar (5 years). ACS Best of Show 2006, Clothbound Cheddar Wheel.
Cheeses: Classic Vermont Sharp Cheddar, Vintage Choice Cheddar, Private Stock Cheddar, Mild Reserve Cheddar

Calabro Cheese Corporation
East Haven, CT
Cow milk. Traditional Italian varieties, including organic Mozzarella and Ricotta, kosher Ricotta.
Cheeses: Ricotta, Mozzarella Fior Di Latte, Grated Parmesan and Romano Cheese, Scamorza, Caciocavallo, Burrini, Smoked Mozzarella, Fresh Basket Cheeses, Queso Blanco

Cantaré Foods, Inc.
San Diego, CA
Cheeses: Whole Milk Fresh Mozzarella, Medaglione Fresca, Mascarpone, Whole Milk Ricotta Fresca with Draining Basket, Burrata

Caprine Supreme, LLC
Black Creek, WI
Goat milk. Plain and flavored fresh cheese, farmstead.
Cheeses: Caprine Supreme Spreadable Goat Cheese (Plain, Jalapeño, Garlic and Chive), Cheddar, Gruyère, Yogurt

Capriole, Inc.
Greenville, IN
Cheeses: O’Banon, Piper’s Pyramid, Wabash Cannonball, Sofia, Old Kentucky Tomme, Mont St. Francis, Juliana, Logs, Rounds

Carr Valley Cheese Company
La Valle, WI

Castro Cheese Company, Inc.
Houston, TX
Cow milk. Mexican- and Central American-style cheeses and creams. La Vaquita brand established 1971. Cheeses: Queso Fresco, Panela Fresca, Cuajado Fresca, Queso Quesadilla, Queso Botanero with Jalapeños, Queso Fresco, Crema Mexicana, Crema Salvadorena

Cedar Grove Cheese
Plain, WI
Cow and sheep milk. Prairie Premium line, organic Cheddars, flavored cheeses, handmade from GMO-free ingredients.
Cheeses: Faarko, Farmer’s Cheese, Butterkase, Colby, Havarti, Cheddar, Cheese Curds

Cheesemakers, Inc.
Cleveland, TX
Cow, goat milk. Brands: Lone Star Goat Cheese (Kosher), Jaimito, Cheesemakers. Cheeses: Chèvre (Plain, Roasted Garlic and Cilantro, Cracked Peppercorn, Honey Pecan), Chèvre Log in Olive Oil, Queso Fresco, Asadero, Oaxaca, Cotija, Crema, Jalapeño Quesadilla, Enchilado, Mozzarella, Feta, Swiss, Muenster, Baby Swiss, Gouda

Coach Farm, Inc.
Pine Plains, NY
Goat milk. Farmstead fresh and aged French-style cheeses.
Cheeses: Fresh (various shapes), Aged Stick, Green Peppercorn Cote/Pyramid/Brick, Caraway Rounds, Triple Cream
Cowgirl Creamery  
Point Reyes, CA  
Cow milk. Organic, artisanal, American original cheeses. Soft-ripened, washed-rind and fresh cheese varieties. Red Hawk — Best of Show. 2003 ACS. **Cheeses:** Mt. Tam, St. Pat, Pierce Point

Crave Brothers Farmstead Cheese, LLC  
Waterloo, WI  

Crowley Cheese, Inc.  
Mount Holly, VT  
Cow milk. Raw milk recipe dates back to 1834. Handmade in factory since 1892. Similar to Colby. **Cheeses:** Crowley, aged 6-12 months plus

Cypress Grove Chèvre  
Arcata, CA  

Dairy Farmers of America  
New Wilmington, PA  
Cow milk. Regional milk cooperative. Low Moisture Part Skim Mozzarella — Bronze Medal. 2006 World Cheese Awards. **Cheeses:** Mozzarella, Provolone, Reduced Fat Provolone

DCI Cheese Company/G&G Foods  
Santa Rosa, CA  
Cow milk. Cold-processed Goldy’s handcrafted cream cheese spreads, some seasonal. **Cheeses:** White Cheddar Bacon Chive, Sweet Peppadew Pepper with Feta Cheese, Swiss with Portobello Mushrooms, Smoked Mozzarella with Slow Roasted Tomato, Habanero Jack with Roasted Peppers, Caramelized Onion, Mediterranean Olive, Roasted Garlic with Fine Herbs

Edelweiss Creamery  
Monticello, WI  
Cow milk. Artisan. Sore North American-produced 180-pound traditional Emmentaler wheels. Emmentaler, Gouda and Cheddar wheels are made from only grass-fed cow milk. **Cheeses:** Emmentaler (aged up to 2 years), Gouda, Cheddar, Butterkase, Havarti, Havarti with Dill, Muenster, Lacy Swiss

Estrella Family Creamery  
Montesano, WA  
Cow, goat milk. Aged, farmstead. 2007 World Cheese Awards: silver medal — Caldwell Grik Chèvrette, Grisdale Goat. **Cheeses:** Black Creek Buttery, Dominoes, Guajier, Wynoochee River Blue, Old Apple Tree Tomme, Valentina, Vineyard Tomme, Red Darla, Weehles, Montesano, Caldwell Grik Chèvrette, Grisdale Goat

Everona Dairy  
Rapidan, VA  
Raw sheep milk. Handcrafted, natural rind, semi-hard wheels of aged cheese with rich flavor and floral finish. **Cheeses:** Piedmont, Stony Man, Marble, Pride of Bacchus. Feta. Variations of Piedmont available in smaller quantities, such as Muffaletta, Cracked Pepper.

Fagundes Old World Cheese  
Hanford, CA  
Cow milk. Handmade, farmhouse, raw-milk Cheddar and Portuguese-style queijos. Plain and flavored high-moisture Jack and Hispanic-style quesos made from pasteurized milk. **Cheeses:** St. John, St. Jorge, Hanfordshire Cheddar, Hanford Jack, San Joaquin, Santa Fe, Maria’s Quesos

Fair Oaks Dairy Products, LLC  
Fair Oaks, IN  
Cow milk. Mild and aged Goudas, traditional and flavored Havarti. Emmentaler — 2005 Wisconsin Cheese Maker’s Association U.S. Championship. **Cheeses:** Gouda, Emmentaler, Sweet Swiss, Smoked Sweet Swiss

Faribault Dairy Company, Inc.  
Faribault, MN  
Raw cow milk. Handmade blue-veined cheese, aged in St. Peter sandstone caves. **Cheeses:** Amablu Blue Cheese, Amablu Gorgonzola, Amablu St. Pete’s Select

FireFly Farms  
Bittinger, MD  
Goat milk. Artisanal soft-ripened cheeses, aged about five to eight weeks and fresh chévre. 2007 World Cheese Awards, Bronze for Merry Goat Round. MountainTop Bleu and Bûche Noir. **Cheeses:** Allegheny Chèvre, MountainTop Bleu, Merry Goat Round, Bûche Noir

Fiscalini Cheese Company  
Modesto, CA  
Raw cow milk. Handcrafted, aged farmstead bandaged, flavored and plain Cheddars and originals. Multiple medals, 2006 and 2007 World Cheese Awards. **Cheeses:** Bandaged Cheddar 18 months+, San Joaquin Gold, Lionza, Horseradish, Purple Moon, Garlic Cheddar, Smoked Cheddar, Tarragon Cheddar, Saffron Cheddar

Franklin Foods  
Enosburg Falls, VT  
Cow, goat milk. Cream cheese, spreads. Brands: Hahn’s, All Season’s Kitchen, Lombardi’s, Vermont Gourmet (cow, goat). **Cheeses:** Mascarpone, All Season’s Kitchen Chipotle Chile Salsa Cream Cheese Dip, Hahn’s Yogurt and Cream Cheese Strawberries n’ Cream, Vermont Gourmet Blue Cheese and Chive, Vermont Gourmet Chèvre and Roasted Garlic

Fromagerie Tournevent (Damafro Inc.)  
Québec, Quebec  
Goat milk. Fresh, soft-ripened plain and flavored, and Cheddar. **Cheeses:** Biquet, Chèvre Noir, Plain Low Fat Deli Chèvre, Capriati, Chèvre Fin
Goat Rising LLC
Charlemont, MA

Grafton Village Cheese Company
Grafton, VT
Raw Jersey cow milk. Artisanal Cheddars. Four Star 4 Year — Bronze Medal. 2006 World Cheese Awards. **Cheeses:** Classic Reserve 2 Year, Premium Cheddar 1 Year, Vermont Maple Smoked Cheddar, Grafton Gold 3 Year, Five Star 5 Year, Stone House 6 Year. Sage Cheddar, Garlic Cheddar.

Great Hill Dairy Inc.
Marion, MA
Raw Guernsey cow milk. Handmade blue-veined cheese produced in 6-pounds wheels from un-homogenized local milk, then aged from eight to 10 months. **Cheeses:** Great Hill Blue.

Great Lakes Cheese Company
Hiram, OH
Cow milk. Multiple winners of Wisconsin Cheese Makers Association, New York State and World Championship Cheese Competitions. **Cheeses:** Cheddar, Provolone, Colby, Swiss and Jack. Adam’s Reserve New York State Cheddar.

Green Mountain Blue Cheese
Highgate Center, VT

Green Valley Dairy, LLC
Kirkwood, PA
Cow milk. Artisan, seasonal Cheddars, Brie and tomme. Made from whole, raw milk of South Lancaster County cows fed only grass. USDA Organic. **Cheeses:** Pennsylvania Noble, White Noble, White Noble Mature, Christiana Brie, Claudia.

Harley Farms Goat Dairy
Pescadero, CA
Goat milk. Handmade, fresh goat cheese, chèvre logs, tortes and festive wheels, decorated with edible flowers. **Cheeses:** Van Goat, Chèvre in Oil, Monet, Apricot Pistachio Torte.

Haystack Mountain Goat Dairy
Longmont, CO
Goat milk. Handmade fresh, soft-ripened, washed rind and semi-hard varieties using pasteurized and raw milk. Sunlight is aged for 60 days and Queso de Mano is aged for four months. **Cheeses:** Haystack Peak, Sunlight, Queso de Mano, Snowdrop, Red Cloud, Chèvre in Marinade, Boulder Chèvre.

Heartland Creamery
Newark, MO

Hendricks Farms & Dairy, LLC
Telford, PA
Henning’s Wisconsin Cheese
Kiel, WI
Cow milk. Cheddars, Jacks, farmer’s cheese. Mammoths up to 12,000 pounds. Colby — Second Place. 2006 WCMCA World Championship Cheese Contest. **Cheeses:** Colby, Jack, Cheddar, Mammoth Cheddar

Holland’s Family Cheese
Thorp, WI
Cow milk. Pasteurized and raw milk aged farmstead Gouda made from whole milk using original Dutch recipe. Farmstead. Marieke line includes plain (various ages), flavored and seasonal varieties such as fennegreek, cumin, burning nettle, yellow and black mustard. **Cheeses:** Gouda

Hook’s Cheese Company, Inc.
Mineral Point, WI
Cow milk. Aged Cheddars, Jacks, Colby, and fresh cheeses. **Cheeses:** Cheddar, Swiss, Brick, Colby, Monterey Jack, Parmesan, Queso Blanco

Jasper Hill Farm
Greensboro, VT
Raw Ayrshire cow milk. Handmade, aged cheeses, including Stilton-inspired Bayley Hazen, aged four to six months and Constant Bliss, aged 60 days. **Cheeses:** Bayley Hazen, Constant Bliss, Winnemere, Bartlett Blue, Aspenhurst

Joe Matos Cheese Factory
Santa Rosa, CA
Raw cow milk. Handmade, farmstead, Portuguese-style table cheese aged 60 days or more. **Cheeses:** St. George

Joseph Gallo
Atwater, CA
Hormone-free cow milk. Family owned dairy, cheese suitable for vegetarians. Kosher varieties. **Cheeses:** Cheddar, Monterey Jack, Mozzarella, Swiss, Marble

Juniper Grove Farm
Redmond, OR
Goat milk. Handmade farmstead cheeses, mostly French-style. Fresh cheese made from pasteurized milk, and raw milk cheese, aged 60 days or more. **Cheeses:** Tumalo Tomme, Bûche, Redondo, Otentique, Dutchman’s Flat, Pyramid

Kenny’s Farmhouse Cheese
Austin, KY
Cow milk. Aged, raw milk farmstead cheese, vegetable-based rennet. **Cheeses:** Asiago, Asiago Peppercorn, Kentucky Bleu, Gouda (Traditional, Bleu, Smoked, Camin, Aged), Colby, Chipotle Colby, White Cheddar (Medium, Aged, Horseradish, Sundried Tomato Basil) Monterey Jack (Plain, Paprika Garlic Onion, Jalapeño), St. Jerome, Havarti, (Plain, Garden Herb, Cranberry), Barren County Bleu

Klondike Cheese Co.
Monroe, WI
Cow milk. Greek-style Odyssey feta cheeses, plain and flavored. Multiple Best of Class awards. **Wisconsin Cheese Maker Association World Championship Contest. **Cheeses:** Feta, Brick, Muenster, Havarti

Lactalis USA
New York, NY
Cow milk. French-style, soft-ripened cheeses and Feta in traditional, flavored, reduced-fat and fat-free versions. **Cheeses:** Président Brie, Président Camembert, Président Feta with Mediterranean Herbs, Président Feta with Tomato and Basil

Laura Chenel Chèvre
Sonoma, CA
Goat milk. Traditional French-inspired artisan fresh and aged cheeses. **Cheeses:** Chef Chèvre, Chablis (plain, herb, dill, pepper), Logs, Crottin, Taupiniere, Cabecou, Tomme

Leelanau Cheese Company
Suttons Bay, MI

Loleta Cheese Factory
Loleta, CA
Jersey cow milk. Plain and flavored cheeses, over 30 varieties. **Cheeses:** Cheddar, Jack, Havarti, Fontina, Organic

LoveTree Farmstead Cheese
Grantsburg, WI
Cow and goat milk. Trade Lake Cedar — ACS Best of Show, 1998. **Cheeses:** Gabrielson Lake, The Holmes Series, Trade Lake Cedar

Maple Leaf Cheese Cooperative
Monroe, WI
Hormone-free, locally produced cow milk. Cooperative established 1930. Aged and flavored Cheddars, Jacks and yogurt cheese. **Cheeses:** Cheddar, Monterey Jack, Yogurt Cheese, Gouda, Edam, Colby, Jack and Jill, Queso Blanco, Naturally Smoked Gouda

Marin French Cheese Company
Petaluma, CA

Maytag Dairy Farms
Newton, IA
Raw cow milk. Artisanal blue-veined cheese made using the same process as in 1941. Based on a recipe Iowa State University developed. Aged four to six months. **Cheeses:** Maytag Blue
Meadow Creek Dairy
Galax, VA
Raw Jersey cow milk. Grass-fed cows, aged cheese from original recipes, seasonally. Cheeses: Appalachian, Mountaineer, Grayson

Meister Cheese Company, LLC
Muscoda, WI

Meyerberg Goat Milk Products
Turlock, CA

Montchérè-Bétin, Inc.
Belmont, WI
Goat milk (Wisconsin and Iowa). French-style fresh and aged specialty cheeses. Cheeses: Fresh Chèvre Log with Fig & Peppadew, Mini-Cabrie, Buccheron, Feta, Chèvre in Blue, La Chevriolette, Goat Milk Cheddar, Le Cabrie, Darsonval, Chabis, Crottin, Cabecou, Sainte Maure, La Chevrotine

Moo Cheeses
Garland, TX
Cow milk. Artisan cheese, fresh and aged, South American styles. Lucky Layla Farms brand. Milk sourced from local Guernsey Jersey herd. Cheeses: TexMex, Campesino, Boyaca, San Pedro, Dulce de Leche, Drinkable Yogurt (Plain, Flavored)

MouCo Cheese company
Fort Collins, CO
Cow milk. Soft-ripened, washed rind and blue. Cheeses: MouCo Camembert, MouCo ColiRouge, MouCo Bleu

Mozzarella Company
Dallas, TX
Cow and goat milk. Fresh and aged Italian cheese varieties. Organic cheeses with Mexican and Southwestern regional influences. Cheeses: Bianca Bianca, Hoja Santa Goat Cheese, Montasio Festivo, Queso Blanco with Chiles and Epazote, Caciocavalla, Deep Ellam Blue, Caciotta, Crescenza, Mozzarella, Ricotta, Mascarpone, Scamorza, Burrata, Queso Oaxaca

Mt. Sterling Creamery
Mt. Sterling, WI
Goat milk. Farmer owned cooperative. Cheeses: Raw Milk Cheddar Style (Mild, Aged, Smoked), Fresh Jack Style (Plain, Balsamic Vinegar Black Olive, Tomato Basil, Jalapeño Peppers, Chives, Fresh Garlic, Dill), Mozzarella, Greey Style Feta, Pasteurized Cheddar Style, No-Salt Cheddar Style

Mt. Townsend Creamery
Pt. Townsend, WA

Mozzarella Fresca, Inc.
Concord, CA
Cow milk. Traditional Italian varieties. Kosher certified. Fresh Mozzarella Ovaline — 2007 World Cheese Awards: Gold for Fresh Mozzarella, Cultured and Fresh Mozzarella and 2006 World Cheese Awards: Fresh Mozzarella Orovan — Bronze Medal. Cheeses: Fresh Mozzarella (Bocconcini, Ovaline, Ciliegine, Ball, Log, Perlino, Perles, Medallions, Marinated), Mascarpone, Ricotta (Whey, Traditional, Whole Milk)

Neighborly Farms of Vermont
Randolph Center, VT

Nettle Meadow Farm and Cheese Co.
Thurman, NY
Goat milk. Triple cream Kunik contains Jersey cow cream and goat milk. Cheeses: Kunik, Crane Mountain, Fromage Blanc (Plain, Honey Lavender, Rosemary), Chèvre (Plain, Oil and Garlic, Horseradish, Mixed Herb, Lemon Pepper, Maple Walnut, Herb Pepper Garlic, Pumpkin Spice)

Located in Sonoma, California, Laura Chenel’s Chèvre is committed to making the best tasting and healthiest cheese from the freshest milk possible. Years of experience and exacting care go into every cheese we make. We are proud and pleased to offer our array of meticulously handcrafted goat’s milk cheeses recognized by consumers and quality retailers as the “pedigree” of American made goat cheese. Laura Chenel’s Chèvre has established a standard for quality, flavor and texture for over 28 years and is proud to be known as the “chef’s reference” for Goat Cheese.

Laura Chenel’s Chèvre Inc.
4310 Fiemont Dr. • Sonoma, CA 95476
Ph: (707) 996-4477 • Fax: (707) 996-1816
North Hendren Cooperative Dairy Co.
Willard, WI
Cow milk. Farmer-owned dairy cooperative making cheese since 1923, specializing in Black River brand blue-vein cheese since 2000.
Cheeses: Black River Blue, Black River Gorgonzola

Old Chatham Shepherding Co., Inc.
Old Chatham, NY
Sheep milk and hormone-free cow milk. Fresh and soft-ripened artisanal cheese.
Cheeses: blended sheep and cow milk: Hudson Valley Camembert, Nancy’s Hudson Valley Camembert, Fresh Ricotta.
Pure sheep milk: Ewe’s Blue, Shepherd’s Wheel, Peppered Shepherd, Mutton Button, Yogurt

Old Europe Cheese, Inc.
Benton Harbor, MI
Cow milk. Signature soft-ripened cheese since 1987. Reny Picot line of European-style and original specialty cheese.
Cheeses: Brie, Party Brie, Camembert, Carre St. Joseph, Smoked Gouda, Gouda, Fontina, Edam, Pecotina

Oregon Gourmet Cheeses, LLC
Albany, OR
Jersey cow milk. Handmade fresh, soft-ripened, plain and flavored washed rind cheese.
Cheeses: Sublimity, Camembert, Fromage Blanc, Sublimity Herbs de Provence, Sublimity Peppercorn

Organic Valley
La Fuge, WI
Cheeses: Colby, Monterey Jack, Raw Sharp Cheddar, Swiss

Park Cheese Company
Fond du Lac, WI

PastureLand Cooperative
Dodge Center, MN
Cow milk. Artisan Gouda, Cheddar and alpine-style cheese made from organic milk of 100 percent grass-fed cows. Seasonal.
Cheeses: Gouda, Herb Gouda, Tomato Basil Gouda, Cheddar, Raw Organic Milk Cheddar (USDA Organic/Food Alliance certified)

Pasture Pride Cheese, LLC
Cashton, WI
Pedrozo Dairy & Cheese Co.
Orofino, ID
Raw Cow milk. Aged 20-24 months in wheels. Certified organic pastures. **Cheeses:** Northern Gold, Black Butte Reserve, Raw Milk Gouda-Style, Tipsy Cow, Mt. Lassen

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Pine River Pre Pack
Newton, WI
Cow milk. Cold pack spreads made from Grade A, 9-month Wisconsin Cheddar blended with herbs, spices and other dairy ingredients. Many varieties. **Cheeses:** Pine River Cold Pack Cheese Food (Swiss Almond, Horseradish, Sharp Cheddar)

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Pindal Farm Creamery
New Gloucester, ME

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Point Reyes Farmstead Cheese Company
Point Reyes, CA
Raw Holstein cow milk. Handmade blue-veined cheese, aged six months or more. Suitable for vegetarians, certified Kosher. **Cheeses:** Original Blue

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Redwood Hill Farm & Creamery
Sebastopol, CA
Goat milk. Handmade, soft-ripened French-style cheeses, raw milk feta and fresh chèvre, traditional and flavored. Certifications: Kosher, HFAC Humane Raised & Handled. **Cheeses:** Camella, Crottin, Bucheret, Raw Milk Feta, Chèvre

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Rising Sun Farms
Phoenix, OR
Layered cheese tortas. **Cheeses:** Pesto Dried Tomato Cheese Torta, Gorgonzola Cheese Torta, Key Lime Cheese Torta, Marionberry Cheese Torta, Artichoke Lemon Cheese Torta, Roasted Garlic Cheese Torta, Mediterranean Cheese Torta, Sweet Pepper and Chipotle Cheese Torta, Curry Cheese Torta. Late Pesto Dried Tomato, Chocolate Mocha, Cranberry Orange

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Rivers Edge Chèvre
Logden, OR
Goat milk. Chèvre from Oregon’s Central Coast Range. **Cheeses:** Siletz River Drums, Siletz River Stones, Valsetz, Cape Foulweather, Humbug Mountain, Mary’s Peak, Euchre Mountain, Yaquina Bay Pavé. Up in Smoke, Sunset Bay, Heart’s Desire, Petite Bonheur, Old Flame, Saint Olga

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Rogue Creamery
Central Point, OR

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Rollingstone Chèvre
Furnas, ID
Goat milk. From Idaho’s Snake River Valley, chèvre, fresh and aged, tortas. Italian-style hard cheese, blue. Some seasonal. **Cheeses:** Anise Lavender Wheel, Fromage Blanc, Logs, Late Harvest Wheel, Brandywine, Orange Zest Pecan Wheel, Bleu Age, Chèvre in Grapeleaf, Idaho Goatster

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Roth Käse USA, Ltd.
Monroe, WI
Cow milk. Signature European varieties and originals. 2007, 2006 and 2005 World Cheese Awards, multiple winners. **Cheeses:** Grand Cru Gruyère, Buttermilk Blue, GranQueso, Vintage Van Gogh, MezzaLuna Fontina, Smoked Rufuno, Lace Kase

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Rumiano Cheese Co.
Crecent City, CA
Cow milk. Specialty: Dry Monterey Jack, aged a minimum of nine months. Low sodium, reduced fat and organic varieties. **Cheeses:** Cheddar, Mediterranean Jack, Calico, Pepper Jack, Habañero Pepper Jack

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Salemville Cheese Cooperative
Cambria, WI
Cow milk. Blue-veined cheeses made from milk collected daily from family farms within 50 miles of the factory. Salemville Gorgonzola — Silver Medal, 2007 World Cheese Awards. **Cheeses:** Salemville Amish Gorgonzola, Salemville Amish Blue

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Sankow’s Beaver Brook Farm
Lyme, CT
Sheep milk. Fresh and aged farmstead sheep milk and Jersey cow milk cheeses. **Cheeses:** Sheep: Pleasant Valley, Shepherd, Farmstead, Fresh Summer Savory, Fresh Cracked Pepperorn, Ricotta, Feta, Yogurt. Cow: Nehantic Abbey, Pleasant Cow, Camembert, Feta

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Sartori Foods
Plymouth, WI
Cow milk. Traditional Italian varieties, Stravecchio Parmesan — Gold Medal, 2006 World Cheese Awards. **Cheeses:** Stravecchio Parmesan, Dolcina Gorgonzola, Bellavitano

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Seymour Dairy Products, Inc.
Seymour, WI

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Shefelburn Farms
Selbyville, VT
Raw Brown Swiss cow milk. Farmstead Cheddars. **Cheeses:** 2 Year Cheddar (Extra Sharp), 1 Year (Sharp), 6-9 month (Mild), Smoked

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Shepherd’s Way Farms
Nexstarnd, MN
Sheep milk. Handmade farmstead cheese, fresh, aged, and blue-veined wheels. **Cheeses:** Big Words Blue, Friesago, Shepherd’s Hope (Original and Herb/Garlic), Ricotta

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Sierra Nevada Cheese Company
Willows, CA
Cow and goat milk. Organic cheese and cream cheese, plain and flavored, including Sierra Nevada and Gina Marie brands, and paneer. **Cheeses:** All Natural Cream Cheese, Organic Monterey Jack, Organic Double Jalapeño Jack, Organic Cheddar

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Silvery Moon Creamery
Westbrook, ME
Cow milk. Traditional and original styles, plain and flavored. **Cheeses:** Rosemary’s Waltz, Tally Ho with Peppercorn or Dill, Westbrook White, Fresh Cheddar Curd, French Herbed Curd, Tuscan Herbed Curd, Camembert, Brie, Fresh and Smoked Mozzarella, R&R Farmhouse Cheddar, Hathor’s Fortune, Gême Fraiche, Yogurt

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Smith’s Country Cheese, Inc.
Winchendon, MA
Cow milk. Farmstead cheese. Plain, aged, smoked and flavored varieties. **Cheeses:** Gouda, Cheddar, Havarti, smoked, sundried Tomato and Basil Gouda, Cumin Gouda

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Specialty Cheese Company, Inc.
Renesse, WI
Cow milk. Indian, Hispanic/Caribbean, and Middle Eastern varieties made from Wisconsin milk. Bharatara, LaVacaRica, Rich Cow brands. **Cheeses:** Paneer, Queso Blanco, Panela, Queso Para Freir, Queso Fresco, Queso Quesadilla, Asadero, Queso Jalapeño, Queso Melt Luna, Cotija, Ancho Enchulado, Duroblando, Ackwai, Naboulisi, Basket Cheese, Jibneh Arabieh, Kenafa

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Sprout Creek Farm
Poughkeepsie, NY

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Spring Hill Jersey Cheese Company
Petaluma, CA
Pasteurized, hormone-free Jersey cow milk. 100 percent USDA Certified Organic cheese. **Cheeses:** Fresh Cheese Curd, Jersey Jack, Zesty Italian Jack, Mike’s Firehouse Cheddar

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Sweet Grass Dairy
Thomasonville, GA
Cow and goat milk. Handmade fresh, soft-ripened, semi-sof and firm-hard styles. Young cheeses made from pasteurized milk and a few aged raw-milk varieties. **Cheeses:** Goat: Fresh Chèvre, Georgia Pecan Chèvre; Lumiere, Holly Springs. Cow: Green Hill, Thomasville Tomme, Georgia Gouda, Murtlewood

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Sweetwater Valley Farm
Philadelphia, TN
Cow milk. 6th generation family farm. **Cheeses:** Tennessee Aged Yellow Cheddar, Mountain White Cheddar. Flavored Cheddar (Italian Pesto, Jalapeno, Roasted Garlic Pepper, Tomato Herb, Garden Blend, Adobo, Fiery Fiesta, Black Pepper), Volunteer Jack, Buttermilk, Colby
Taylor Farm
Londonderry, VT
Cow milk. Handmade farmstead Gouda-style cheese, traditional and contemporary.
Cheeses: Maple Smoked Gouda, Vermont Farmstead Gouda, Chipotle Gouda, Garlic Gouda, Aged Gouda, Natural Rind Gouda

Thistle Hill Farm
North Pomfret, VT

Three Sisters Farmstead Cheese
Lindsay, CA
Raw, hormone-free Jersey cow milk. American originals, cloth-wrapped and aged six months or more. Cheeses: Serena, Serenita

Tillamook County Creamery Association
Tillamook, OR

Traders Point Creamery
Zionsville, IN
Cow milk. Handcrafted. Milk of grass-fed herd. USDA Organic. Cheeses: Fleur de la Terre (available Pasteurized or Raw), Fromage Blanc (Plain, Spicy, Garden Herb), Cottage Cheese, Drinkable Yogurt (Plain, Flavored)

Tumalo Farms
Bend, OR
Goat milk. Classic artisan, aged goat cheese wheels, in 9- and 18-pound versions. Flavored varieties include Capricorns (peppercorns), Fenacho (fenugreek seeds, butterscotch finish), Pondhopper (Oregon hops), Remembrance (high desert rosemary). Cheeses: Classico, Capricorns, Fenacho, Pondhopper, Antigo, Nocciola, Remembrance

Uplands Cheese Co.
Dodgeville, WI

Veilhuizen Family Farm
Dublin, TX
Cow milk. Line of aged, semi-firm wheels made from raw milk of year-round pasture-grazed herd. Cheeses: Paragon, Jalapeño Cheddar, Caraway Cheddar, Classic Cheddar, Greens Creek Gruyère, Romano, Texas Gold, Texas Star, Sharp Shooter
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Whether shredded, grated, sliced or shaved, BelGioioso has an option that will take care of your needs. Our award-winning cheeses provide the base of quality while our in-house converting plant creates the finish and packaging you need.

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Reader Service No. 100
Vella Cheese Company, Inc.
Sonoma, CA

Vermont Butter and Cheese
Websterville, VT
Cow and goat milk. Fresh European-style cow’s milk-salted cheeses, fresh and signature aged artisanal goat cheeses. Mascarpone — Gold Medal, 2005 World Cheese Awards. Kosher. Cheeses: Crème Fraîche, Fromage Blanc (fat-free), Mascarpone, Quark, Chèvre, Creamy Goat Cheese, Bonne Bouche, Bijou, Coupole

Vermont Shepherd, LLC
Painne, VT
Raw sheep milk. Pyrenees-style, 7- to 9½-pound brushed rind wheels, cave aged three to four months. ACS Best of Show 2000. Seasonal, available August to early March. Cheeses: Vermont Shepherd

Westfield Farm, Inc.
Hubbardston, MA

Widmer’s Cheese Cellars
Theresa, WI
Cow milk. Handcrafted aged, washed-rind cheeses, Cheddars aged one to 6 years, and traditional Colby (plain, caraway or with herbs and vegetables). 2007 World Cheese Awards. Bronze for Cheddar with Jalapeños. Cheeses: Washed Rind Brick, Cheddar, Traditional Colby, Colby with Jalapeño Pepper

Willamette Valley Cheese Company
Salem, OR

Willow Hill Farm
Milton, VT

Winchester Cheese Company
Winchester, CA
Raw, hormone-free Friesian Holstein cow milk. Artisanal, traditional Dutch Gouda-style cheeses. Natural-rind cheeses aged 60 days to more than one year. Sharp Gouda — Bronze Medal, 2006 World Cheese Awards. Cheeses: Gouda (Mild to Super Aged), Garden Herb Gouda, Jalapeño Gouda, Smoked Gouda, Cumin Gouda

Wisconsin Farmers Union Specialty Cheese Co., LLC
Montfort, WI
Cow milk. Farmer-owned cooperative. Montforte brand artisan blue cheeses, Cheddars. Cheeses: Montforte Blue, Montforte Gorgonzola, Cheddar

Wisconsin Sheep Dairy Cooperative (WSDC)
Spooner, WI
Sheep milk. Farmer-owned Northwest Wisconsin cooperative. Artisan cheese produced seasonally from fresh milk, aged 6 months minimum. Dante: 100 percent sheep milk; Mona: sheep and cow. Cheeses: Dante, Mona

Woodstock Water Buffalo Company
South Woodstock, VT
Water buffalo milk. Vermont Spoondance Creamery and Woodstock Water Buffalo lines. Farmstead. Cheeses: Fresh Buffalo Mozzarella, Fresh Water Buffalo Milk Yogurt (Low Fat, Whole Milk, Plain, Flavored)

Woolwich Dairy
Orangeville, ON, Canada

Yancey’s Fancy
Corfu, NY

York Hill Farm
New Sharon, ME

Zingerman’s Creamery
Ann Arbor, MI
Natural Deli Meats

More retailers are responding to consumer concern for both a more healthful product and animal welfare.

BY BARBARA ROBISON

The culinary concept called “natural” is making its way into many niches of today’s food markets, including the deli. Many supermarket delis are now offering natural meats.

“The movement toward more natural food is a process rather than event. The consumer belief that natural foods are better is intense and growing stronger. Smart food marketers are aware of these changes in the marketplace,” explains K. Dun Gifford, president of Oldways Preservation Trust, Boston, MA. A nonprofit food issues advocacy group, Oldways translates complex details of nutrition science into the familiar language of food and focuses on nutrition, tradition and sustainability.

Southern California is a good example of how the retail move to serve more natural food is growing. Whole Foods Markets, Inc., based in Austin, TX, recently opened a 2-story market in Pasadena, CA. It will be the chain’s largest store west of the Rocky Mountains. In addition, the British retail giant Tesco, headquartered in Hertfordshire, England, is currently establishing small Fresh & Easy Neighborhood Market stores in the Southwest, including six in Southern California. It will offer prepared foods, particularly fresh and organic items. Sprouts Farmers Markets, Phoenix, AZ, is opening three new stores in Orange County.

“The new interest in natural meats is driven by the end buyer, the consumer,” says Charlie Moore, vice president of sales, Maverick Ranch Association, Denver, CO.

Stephen McDonnell, CEO of Applegate Farms, based in Bridgewater, NJ, adds, “We feel the changing needs of the deli are becoming increasingly in line with what we’ve been doing for the past 20 years. The shift at the deli is now toward premium products, and natural/organic meats have become synonymous with high quality. The fact that conventional brands are entering the natural market is a testament to the high demand, and expected growth, in this segment.”

Labeling Requirements

Understanding the requirements for labeling foods natural and organic can be difficult, according to Gifford. “The movement began in the 1980s, and when federal organic standards were established, a ‘natural food’ took on a broader scope and became a looser term. Although there have been surprisingly few outbreaks of food-safety problems with [processed] meats, one of the major concerns grew out of the fact growth hormones used in raising cows were finding their way into the cows’ milk. Today, initial consumer concern over what’s been added to foods has grown beyond cows and their milk to a vast array of food products.”

“The category of natural foods has not been completely defined, but the USDA’s [U.S. Department of Agriculture] definition is that there should be no artificial ingredients and the product should be minimally processed,” states Kyle Maas, product marketing manager, Michigan Turkey Producers Co-Op, Inc., Grand Rapids, MI. “We feel this provides a great opportunity for our turkey products, which are very lean and high in protein. Using no artificial ingredients or preservatives seemed like a logical progression.”

In order to carry the natural label, processed meat must not contain any nitrates or nitrates as added ingredients, according to USDA. “These ingredients have been added to meats for flavor and shelf-life preservation,” Moore explains. “It makes formulation more difficult when you don’t use them and still want a great tasting product. We’ve had an excellent response to the taste of our products from both customers and consumers, and this has spread to mainstream markets.” Maverick recently introduced a full-service deli line of products, including roast buffalo.

Volpi Foods, Inc., St. Louis, MO, is moving toward producing natural meat products by removing nitrates and other ingredients from its products, according to president Lorenza Pasetti. “At this time, we have just
one all-natural product, a wine salami made with Pinot Grigio or Chianti wine. Our dried, cured meats take a year to make, so we can’t make the good-tasting, high-quality product we market overnight. Volpi is a 105-year-old company, working with smaller family farms in Iowa and Illinois. We are customer driven. We also have a long heritage of producing outstanding products, so we are moving cautiously in this new direction.”

Jim Reed, president of Plainville Farms, LLC, Plainville, NY, notes there is a definite boost in natural meat sales at mainstream markets because more consumers are requesting natural, wholesome products for their families. “There is also more concern with what goes into the product and how animals and birds are treated,” he adds. “Our turkeys are certified American Humane.”

Applegate Farms continues to experience sales growth beyond specialty food stores as a result of consumers becoming more educated about food and the impact of their food choices. “There is a greater understanding of how food consumption affects health, and more people of all ages are being diagnosed with food allergies,” McDonnell reports. “There are environmental, social and economic implications, as well.”

**Differences In Processing**

Oldways’ Gifford believes natural meats have extended beyond specialty food stores because so many people who have come here from other countries have a tradition of purchasing the fresh, natural product. They are accustomed to shopping more frequently at local butchers, bakeries and produce markets, and they’ve carried this tradition with them to the United States. Also, many American meat suppliers market globally, and consumers in other parts of the world, particularly Europe, are demanding meats produced with fewer additives and from humanely treated animals.

The difference between traditional all-natural, organic all-natural and antibiotic free/animal by-product free (ABF) all-natural turkey products begins at the farm level, explains Maas of Michigan Turkey. His ABF turkeys are grain fed, minimally processed and free of artificial ingredients. They are never administered antibiotics and never fed animal by-products. The all-natural organic products are derived from turkeys raised on certified organic farms — completely separate from their traditional counterparts. The birds are allowed access to the outdoors and are fed a strict diet of certified organic vegetarian feed without animal by-products. They are also never administered antibiotics.

Saag’s Specialty Meats, San Leandro, CA, is currently processing and marketing a natural/ABF turkey breast for supermarket service delis. The company also offers a line of six all-natural/ABF poultry sausages for the self-service section. The demand for the products comes primarily from upscale independent markets. “Our products are processed at the beginning of our production day to avoid exposure to ingredients, such as sodium phosphate and sodium nitrite,” notes Tim Dam, president. “In addition to not containing sodium phosphate, nitrite or nitrate, our natural products are also free of MSG [monosodium glutamate], HVP [hydrolyzed vegetable protein], gluten and antibiotics. We feel the natural/ABF product is an affordable protein solution. The organic meat and poultry supply is inconsistent and unpredictable, and it’s too expensive.”

Pâté is another deli meat category that has joined the natural foods group. Alexian, Neptune, NJ, produces about 25 varieties of country-style and spreadable mousse-style pâtés. “Our product’s value lies in what is not put in it,” explains Laurie Cummins, president. “We use no cereal fillers or artifi-
For many of today’s consumers, top-quality means naturally grown or produced. No one understands this better than Betty Crocker®, which is why we are so proud to offer such a great-tasting, quality line of natural products. We take pride in the fact that our products are easy to make and naturally delicious, which is why you simply won’t find a product line more dedicated to quality or convenience than Betty Crocker®.

**Gourmet Twice Baked Potatoes:** A twice baked potato consists of a potato shell, filled with a mixture of potato meat, milk, seasonings, and topped with cheddar cheese and chives. The fire roasted potato meat maximizes the potato flavor, helps to retain nutrients better than boiled potatoes, and delivers a light and fluffy texture. All natural, no additives to create a clean label. Made with 100% Fresh Idaho® Russet Potatoes.

**Mashed Potatoes:** Quick and easy, fire roasted mashed potatoes make a great side dish for any meal. Made with 100% fresh Idaho® Russet Potatoes.

**Mashed Sweet Potatoes:** Both the All Natural and the Southern Style Sweet Mashed Potatoes are fire roasted and add valuable nutrients and color to any meal. The sweet potato is versatile fare for the health conscious food consumer. The sweet potato is quickly finding its place in the family weekly diet year round with the ever-growing interest in health and natural foods. The Southern Style sweet potato is a downhome mix of sugars, spices and flavorings. The All Natural Sweet potato is all natural with no added sugar.

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cial colors. We don’t use any preservatives, such as sodium nitrite or sodium erythorbate, and all our meat and dairy ingredients are certified to be free of added hormones and antibiotics. We are able to obtain a shelf life of up to 65 days with the help of state-of-the-art packaging technology. Our pre-packaged pâté slices are now selling in stores country-wide.”

**Corporate Responsibility**

Not only are natural meat suppliers seeing increased sales in more mainstream markets, but they are also seeing consumers look to them to assume more corporate responsibility for environmental concerns. “We have a green mentality throughout our company and we are constantly looking for ways to improve,” says Saag’s Dam.

Michigan Turkey recycles 100 percent of its production waste. Inedible waste is converted to feed, wastewater is treated and used to irrigate growers’ crops, and used frying oil is converted to feed and biodiesel.

Reed says Plainville Farms is using renewable wind energy to raise its turkeys and continues to research new ways to sustain the environment.

Animal treatment is also a growing consumer concern. Applegate Farms uses humane standards to raise its livestock in open, spacious facilities and pastures that allow plenty of sunlight and outside air. The company uses only humane slaughter methods as defined by Temple Grandin, professor of animal sciences at Colorado State University, Ft. Collins, CO, and designer of livestock handling facilities. She consults with the livestock industry on facility design, livestock handling and animal welfare.

Currently, Applegate is addressing its packaging to find ways to make it smaller and more environmentally friendly.

“The concern for animal welfare is a growing trend among retailers and restaurant chains,” says Michigan Turkey’s Maas, adding that consumers sometimes write to the company to find out how its animals are raised before making a purchase. “This is so true that buying preference is given to processors who utilize controlled-atmosphere stunning,” he notes. “We were one of the first in the nation to implement this system aimed at reducing handling stress. In addition to being much more humane, we’ve found this has greatly improved the quality of the meat.”

According to Grandin, controlled-atmosphere stunning reduces handling stress because live chickens or turkeys are no longer hung on shackles. When a gas system runs correctly, 100 percent of the birds will be rendered insensible before shackling and bleeding. The gas will effectively stun smaller runt chickens that miss a water bath stunner. Some systems may also improve meat quality. Grandin recommends commercial systems be evaluated by direct observations of the birds when they first enter the gas until they fall over insensible. Direct observation is the only way to verify a commercial system is inducing insensibility with a minimum of discomfort.

Once a supermarket deli decides to handle some natural meat products, what are suppliers doing to help alert consumers? Types of product support vary.

Some of the support available includes POS materials from Applegate Farms, which is in the process of posting information about how its products are produced and how its animals are raised onto its Web site; Saag’s uses signage, in-store product demonstrations and ad features to reach consumers; Alexian samples its products at trade shows and in retail stores; Plainville Farms offers customized signage for its retail customers; and Michigan Turkey uses trade shows, its Web site and print media to reach retailers and consumers.
With the advent of The Food Network, the increasing popularity of upscale food items and the attention garnered by international products, it’s no wonder Italian meats, cheeses and other items are making their way into today’s supermarket delis.

Mainstays in upscale markets for years, authentic Prosciutto de Parma, Parmigiano-Reggiano and Italian olive oils are becoming more common across the country.

Evidence of this is the recent decision of the Consorzio del Prosciutto di Parma, based in Parma, Italy, to exhibit at the Annual Seminar and Exposition of the International Dairy Deli Bakery Association (IDDBA), Madison, WI, in June 2008. “This is because of the increasing interest of supermarkets,” says Ruth Lowenberg, senior vice president of New York, NY-based Lewis & Neale, Inc., the food-marketing agency for Prosciutto de Parma.

This popularity also has resulted in more domestically produced Italian deli items, which some importers say has caused confusion among consumers. “Italian products have transformed into Italian-American products, which are not authentic,” says Alberto Minardi, general manager of Principe Foods, Los Angeles, CA.

Many question whether products are truly Italian if they are produced in North America rather than Italy. “There is an ongoing debate on what constitutes an Italian product and if these items can be accurately reproduced in the United States,” notes Luca Bertozzi, vice president of marketing for the specialty foods group at Management Resources of America, Inc. (MRA), Norwalk, CT. “Realistically, Italian products in the deli are entirely produced, processed and packaged in Italy and imported.”

MRA works with Italian product producers to help them market their lines in the United States. Its deli items include Bertozzi Parmigiano-Reggiano cheese, Urbani truffles and Parma Cotto cold cuts and meats.

American companies mimicking the Ital-
ian style by using the name of a product of origin, such as Gorgonzola cheese, is a disturbing trend, notes Nancy Radke, president of Ciao Ltd., Syracuse, NY. “We are seeing a lot of this going on in the salami industry.”

MTA’s Bertozi admits there are different interpretations as to what makes an Italian deli item authentic. “If the quality and process initiated in Italy are the same in the United States, many say domestically produced products are up for consideration on whether they are truly Italian. It can be difficult to generalize, because products may be produced in Italy but packaged in the United States,” he says.

Norda Import and Export, Inc., Pompano Beach, FL, produces a variety of Italian items, including olive oil, fresh Mozzarella and pasta, at facilities in the United States and in Bari, a province of southern Italy. President Vito Volpe says importing the proper ingredients and following traditional recipes and production methods can be almost as costly as importing finished product from Italy. “People buy these products because of the quality,” he says.

The importability of Italian products, which include raw, uncured meats and cheese made with unpasteurized milk, is also an issue. “So much of what is available in the United States is determined by whether the items meet the standards of the USDA [U.S. Department of Agriculture],” Radke says. “These restrictions don’t make imported products less worthy of being here, but it does mean the Italian producers had to follow USDA guidelines.”

Many retailers want to get these products into their stores due to the growing consumer interest in products of origin.

“Regions are a way to communicate the product’s story to consumers,” Principe’s Minardi notes. Many Italian food importers say the romance behind these items and their origins are what attract buyers. “These products are a part of the Italian culture. If they are tied to a territory, it helps to make consumers aware of this. Whether or not they are familiar with the region, they will be drawn to the story.”

The Regions

When it comes to Italian food, origin is extremely important, says Cesare Gallo, president of Savello USA, Inc., Wilkes-Barre, PA. “Italy is recognized as the producer of certain specialty food products from various regions. Only a few provinces are allowed to create these items. This helps identify the products and ensures that the food meets the appropriate characteristics.”

The Italian Trade Commission, also known as the Italian Institute for Foreign Trade based in Rome, Italy, divides Italy into three sections comprised of food producing regions that it describes as follows:

Northern Italy, which boasts the country’s highest standard of living and richest diet, includes the Aosta Valley, Piedmont, Liguria, Lombardy, Veneto, Trentino-Alto Adige. Friuli-Venezia Giulia and Emilia-Romagna. The plains extending along the Po and smaller rivers from Piedmont to the northern rim of the Adriatic are rich with grain, corn, rice, fruit, livestock and dairy products. Premium wine is produced from the area’s vineyards on slopes along the great arc formed by the Alps and Apennines.

Northern Italy is a paradise for cheese lovers. Parmigiano-Reggiano and Grana Padano together account for a third of Italy’s cheese along with blue-veined Gorgonzola, buttery Fontina, tangy Asago and a vast array of mild, creamy, ripe and sharp cheeses from cows, sheep and goats. Pork from this region plays a prime role in salt-cured meats. The area is known for prosciutto from Parma and San Daniele, salt-cured hams featuring a ripe flavor and soft texture from a year or more of maturing, and for speck (lightly smoked ham) from the Alto Adige region.

Central Italy is about country cooking that emphasizes simplicity and balance. Its six regions include Tuscany, Umbria, Marches, Latium, Abruzzi and Molise. The diet in these regions conforms to Mediterranean standards and is dependent on olive oil, grains and seasonal produce. This area is distinguished by its olive oil, which is made throughout the central hills of Tuscany, Umbria, northern Latium and Abruzzi.

The popular Mediterranean diet has its roots in Italy’s southern and island regions, which include Apulia, Basilicata, Calabria, Campania, Sicily, and Sardinia. Pigs from these areas are used to produce sausages, salame, soppressata, hams; salt pork and lard, which is used as a substitute for olive oil. Cheese is fundamental in southern diets.

The Regions

Although Italy is recognized for its world famous food products, it is the country’s origin that is the driving force behind consumer interest in products of origin. “Marketing an imported product is easier in the United States than in Europe. It is very difficult to promote a ‘product of origin’ in Europe,” says Marco Rambelli, president of Ciao Ltd., Syracuse, NY. “We are seeing a lot of this going on in the salami industry.”

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Sheep provide pecorino, which may be eaten at early stages of ripeness or aged for grating. Goat’s milk is the source of Caprino. Ricotta from sheep is eaten fresh, used in pasta fillings, pastries and desserts, and salted and dried for slicing and grating. The most prominent family of southern cheeses includes pasta filata types, such as Mozzarella and Caciocavallo, which are primarily produced from cows’ milk.

Meats From Italy

Most American consumers are somewhat familiar with Italian meats, such as salame and prosciutto. The cognoscenti also know about Parma ham, which debuted in the United States in 1989.

The Consorzio del Prosciutto di Parma represents all 171 producers of Parma ham. Paolo Tramelli, marketing manager, says the Consorzio guarantees the identity of the product, controls its production and helps promote it all over the world. “The United States is the second biggest importer of Parma ham, behind France. “In the first nine months of 2007, American sales of this product increased 18 percent,” Tramelli says.

David Biltchik, chairman, Consultants International Group, a Washington, DC-based business development firm, notes that total U.S. prosciutto sales are $100 million annually with worldwide prosciutto sales totaling more than $1.5 billion.

Italians refer to their salt-cured, air-dried and smoked meats as salumi, according to the Commission. Most are made from minced or whole cut pork. The minced meat variety, called insaccati, is encased in protective coverings or sausages. These varieties include salame, cotechino, soppressata, luganiga, zamponcine and mortadella.

The second type of salumi covers whole cuts, such as prosciutto (ham), spalla (shoulder), capocollo (neck), pancetta (belly), culatello (aged filet of rump) and speck, according to the Italian Trade Commission.

In addition to pork and beef, salumi sources include salame, cotechino, soppressata, luganiga, zamponcine and mortadella.

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And it is impossible to find Italian salame because, under USDA requirements, it has to be pasteurized to be sold in the United States.”

Retailers are more likely to purchase domestically produced Italian-style meats due to lower costs. “We are still in the pioneering stage with imported Italian meats. Most retailers don’t have the knowledge and are not prepared to offer these products yet,” he adds.

The challenge, Biltchik states, is helping American consumers understand what makes the Italian meats unique and why they are worth the extra cost.

For this reason, product should include information for those behind the deli counter. “This makes it possible to present the products in the best way possible. It also allows consumers to have experience with traditional products from Italy,” Savello’s Gallo notes. “There is a lot of tradition attached to these items.”

Still, new-to-the-United-States Italian meat varieties have given this category a recent lift. During the last three years, Tom Gellert, vice president of Atalanta Corp., Elizabeth, NJ, has observed growing sales in speck, a dried and smoked pork loin. “It can be used in sandwiches or as an ingredient. Speck can be sliced, diced or sold in chunks from the service deli,” he says.

Many experts say pre-sliced is the biggest trend in Italian deli meats. Minardi attributes this to Americans seeking more convenient, easy-to-store products. “It is no longer difficult to find pre-sliced prosciutto in large supermarket chains. The interest in this product is growing,” he says.

Lewis & Neale’s Lowenberg also notes the growing market for pre-sliced Italian meats. “The availability of this product allows supermarkets to stock prosciutto, whereas before they did not have skilled slicers to properly cut the meat at the service counter,” she says. “Because it is pricier, customers want it perfectly sliced. Pre-sliced packs address this.”

If Prosciutto di Parma is going to be pre-sliced, it must be sliced and packaged in Italy at the point of production, explains Biltchik, who estimates that 15 to 20 percent of prosciutto di Parma sold in the United States is pre-sliced.

“During the last couple of years, pre-sliced prosciutto has been trending upwards because it has a longer shelf life, is easier for grab-and-go shopping and is always cut correctly,” explains Ciao’s Radke.

**Italian Cheeses**

Italians produce some 450 different types of cheese, or formaggio, with 30 varieties having protected designation of origin (PDO) status from the Italian government, according to the Italian Trade Commission. In the north, cow’s milk cheeses prevail, led by Parmigiano-Reggiano and Grana Padano. These two firm granular cheeses are used primarily for grating, although Italians also consider them table cheeses.

Other popular northern cheeses are Gorgonzola, Fontina, Taleggio, Asiago, Stracchino and Robiola. In central and southern Italy, cheese from sheep’s milk is called pecorino and includes Romano, Sardo (Sardinian) and Toscano (Tuscan). Goat’s milk cheese made in various places is called caprino. Ricotta, a soft cooked whey, and Mascarpone, a lightly fermented cream, are popular everywhere.

Rome produces cheese with more fat and protein than other areas produce, such as creamy Pecorino Romano, explains Michele Buster, vice president of Forever Pecorino Romano, explains. “We are seeing increasing popularity in cheeses from the North and are currently looking at...”
importing cheese from Sicily,” she says. Along with the popular Parmigiano-Reggiano, an assortment of 2- to 3-month-old soft, fresh cheeses from Sardinia, Lombardi and Trentino are up and coming, Gallo says. The specialty cheese import sector, as a whole, has grown, notes Radke. “People are eating more types of cheese and broadening their palates.”

As with Italian salame, there has been much duplication of Italian origin cheeses domestically. “Imports have driven the success of American-made cheeses. For example, many companies produce Gorgonzola, even though this is a specific variety produced in Gorgonzola, Italy,” Ciao’s Radke explains. The origin of the cheese makes it unique, Atalanta’s Gellert explains. “There are great fresh cheeses coming out of the North from the Piedmont region. These offer authenticity that consumers get excited about.”

John Nitti, president at Isola Imports, Inc., Chicago, IL, is seeing strong sales for

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E.U. Legislation Systems

In 1992, the European Union created a system to protect and promote traditional and regional food products. According to a brochure produced by European Authentic Tastes (EAT), New York, NY, the system was devised to encourage diverse agricultural production, protect product names from misuse and imitation, and help educate consumers.

Labels were developed to correspond to specific product requirements. Below is a description of the various Designation of Quality labels, according to EAT.

**Protected Designation of Origin (PDO):** These products are most closely linked to the concept of terroir, or a sense of place discernable in the flavor of the food. PDO products must be produced, processed and prepared in a specific region using traditional production methods. The raw materials also must be from the place indicated on the product. The quality or characteristics of the product, such as climate, the nature of the soil and local know-how, must be due essentially or exclusively to its place of origin.

**Protected Geographical Indication (PGI):** Less closely linked to a specific geographic area than PDO, PGI still requires the product to be produced in the geographical region that bears its name. The geographical link must occur in at least one stage of production, processing or preparation. Unlike PDO, it is sufficient for only one of the production stages to have taken place in the defined area. For instance, the raw materials may come from another region. This allows for a more flexible link to the region and can focus on a specific quality, reputation or other characteristic attributable to that geographical origin of the place.

**Traditional Specialty Guaranteed (TSG):** TSG labels are linked to traditional production methods rather than the geographic region that bears its name. The geographical link must occur in at least one stage of production, processing or preparation. Unlike PDO, it is sufficient for only one of the production stages to have taken place in the defined area. For instance, the raw materials may come from another region. This allows for a more flexible link to the region and can focus on a specific quality, reputation or other characteristic attributable to that geographical origin of the place.

Traditional Specialty Guaranteed (TSG): TSG labels are linked to traditional production methods rather than the region where they were made. They must be produced either from traditional materials or following traditional techniques. However, any producer can use the name as long as registered specifications are respected. DB
unique Italian cheeses. “Burrata is well known in southern Puglia. This is a delicate, fresh Mozzarella on the outside with cream on the inside. It has a shelf life of between 15 and 21 days,” he says.

Norba’s Volpe says Burrata has become popular in high-end restaurants and, “We are seeing more interest in fresh Mozzarella.”

Italian cheese making groups allow producers to make and market their cheese. “A cheese is made organically or with a specific herd or cow breed,” Radke says. “PDO is then used as a merchandising tool to bring the cheese to consumers’ attention.”

**Olive Oil And Truffles**

Italy produces nearly a third of the world’s olive oil — and is distinguished by the superior class of its extra virgin — made in all regions of the Center and South and in a few places in the North, according to the Italian Trade Commission.

Olive oil is used raw in dressings or as a condiment for salads, vegetables, pastas, soups, seafood and meats. The Commission reports the best oils show distinct character due to terrain and climate, the varieties used and the methods of harvesting.

The Commission further explains hand picking of under-ripe olives renders oil of deep green color, fruity aroma and full flavor that is sometimes a touch piquant. Mature olives make oil of paler color and subtler flavor. Traditional extraction by stone crushing and mat pressing is practiced mainly in mills in Tuscany and Umbria, where oil is especially prized. However, most is processed by mechanical mashing and centrifuging.

By law, olio extra vergine di oliva (extra virgin olive oil) must come from the first pressing of olives by mechanical, not chemical, means. It must contain less than 1 percent oleic acid, which is the key measure. The lower the acidity, the better the oil. Olio vergine di oliva may have a maximum of 2 percent acidity. Regular olive oil may be rectified and de-acidified. Such oils are best used within a year of the harvest since flavor slowly fades.

Italian truffles, a delicacy used in Italy to create oil, butter and meat sauce, are highly prized due to their rarity. A fungus like mushrooms, truffles grow up to six feet underground and are picked in the fall. According to MRA’s Bertozzi, a truffle hunter network seeks out the approximately 10 truffle varieties grown in Italy. Each type differs in color, texture, aroma, taste and size. The most popular are black and white truffles, which grow at high altitudes.

Black truffles provide a rich aroma and taste and are found mainly in the Umbria region, near the city of Peruga. A black truffle, which is generally round, varies from the size of a grape to the size of a small or medium potato. The outer texture of Italian black truffles is quite rough and the surface is irregular. Black truffles grow underground so dogs are often used in the search for them, because dogs smell them and identify where the hunter should dig. This prevents people from needlessly digging up the soil, which will decrease the chances of black truffle cultivation in subsequent years.

White truffles are rarer than black truffles and consequently more expensive. Apart from the obvious color difference, white truffles have a more pungent aroma that is highly prized in Italy. White truffles are generally harvested between October and January and are believed to grow primarily in the Piedmont region.

There are other Italian products geared toward U.S. delis. For example, All Things Sicilian, Lawrence, MA, offers a pistachio cream that can be used as a cheese condiment. According to Kristine Lioni, manager
Truffles —
A Gourmet’s Ultimate Treasure

BY CAROL BAREUTHER, RD

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In the world of culinary delights, there is nothing quite as captivating as the humble truffle. Just the mention of the word is enough to evoke visions of luxurious feasts, with guests eagerly anticipating the delectable treats that will be served. Truffles are a true treasure, not only for their mouth-watering flavor but also for the way they enhance the overall dining experience.

Truffles are considered to be one of the finest ingredients in the culinary world. They are known for their unique aroma and flavor, which is often described as earthy and aromatic. They are also known for their versatility, as they can be used in a variety of dishes, from fine dining to casual fare.

One of the most popular uses of truffles is in pasta dishes. The rich, creamy truffle sauce pairs perfectly with the hearty flavor of pasta, creating a dish that is both delicious and satisfying. Other popular dishes that feature truffles include soups, salads, and even desserts.

In addition to their use in cooking, truffles are also valued for their medicinal properties. They are known to be rich in antioxidants and have been used for centuries to treat a variety of ailments.

Despite their popularity, truffles are not without their challenges. They are difficult to grow and are only available for a short period of time each year. This makes them a highly sought-after ingredient, and as such, they can be quite expensive.

Truffles are also known for their unique aroma, which is often described as being similar to that of a wine cellar or a damp forest floor. This aroma is what makes truffles so special, and it is what sets them apart from other ingredients.

Truffles are a true treasure, not only for their flavor and versatility but also for the way they enhance the overall dining experience. They are a true delight for the senses, and as such, they are a true treasure to be savor and enjoyed.

For more information on truffles and their uses, please see the article "Truffles — A Gourmet’s Ultimate Treasure" by Carol Bareuther, RD.
Highly flavored salami and cured meats are making a comeback in the deli. From traditional Italian, Polish and Hispanic to spicy Cajun, the name of the new game is intense, authentic and exotic taste.

"Cured meats are definitely increasing in the deli section," states Davide Dukcevich, part owner of Pascoag, RI-based Daniele, Inc. "We've found a mounting interest in our line since we opened our doors in 1977. Salami and prosciutto have been mainstream for a few years now, but it's incredible how products that were once of secondary interest — like pancetta and dry-cured capicola — are starting to take off."

Cured meats offer strong flavor profiles and provide unique products. "Dry cured meats have a flavor that is richer and more pronounced than cooked meats," he explains. "Once you eat a piece of dry-cured capicola — so savory, so aromatic — it's hard to go back to your run-of-the-mill cooked ham."

The upward trend for cured meats began a few years ago, but this is not a fad. The cured meats contribute to the role of the deli as a source of high-end unique food products.

"Cured meats remain a steady and popular category in the deli section," notes Samantha Alderfer, marketing manager, Alderfer, Inc., Harleysville, PA. "However, items such as turkey, roast beef and ham products recently increased in popularity with new alternatives. Now, deli meats come in a variety of flavors and serve as more healthful alternatives. Organic products are now appearing in the deli section, as well."

Meats With An Ethnic Flair

The demand for highly flavorful meat products begins with ethnic or regional core consumers.

As the country grows more ethnically diverse so, too, does the profile of the foods
new populations want from the deli. "The selection of deli meats available today is so much different than that of only 10 years ago," explains Laurie Groezinger Curmines, president of Groezinger Provisions, Inc., Neptune, NJ. "I think the ethnic diversity of our population in urban and suburban areas as well as greater numbers of people traveling between continents has contributed to this trend."

For nearly four decades, Cibao Meat Products, Bronx, NY, has produced Hispanic salamis. Demand has increased in recent years along with the Hispanic population. "We see an increase in demand, but only where there is an increase in the Hispanic population served by the store," says Edgar Soto, vice president for sales and marketing.

In contrast, many producers are finding the demand for their products expanding beyond the core ethnic market. "As far as we’re concerned, there’s been a resurgence," says Stan Bobak, president of Bobak Sausage Company, Chicago, IL. "Our business is growing."

Bobak’s core market is in Chicago and the Midwest, but in the last couple of years, demand has increased from as far away as the Southeast and the West Coast. The firm produces 100 different products, including a sliced, smoked bacon. "Polish is our specialty, but most of our customers are not Polish," Bobak notes.

"People are looking for something different," he adds. "The deli cases have turned a bit bland. Some of the increasing demand stems from the ever-broader appeal of meats with long regional traditions."

Bobby Yarborough, CEO of Baton Rouge, LA-based Manda Fine Meats, Inc., which produces a line of Cajun meat products, including deli hams and turkey breasts, believes, "The demand has been increasing steadily, but I don’t think there’s any surge. It’s not a ‘me too’ product; it’s original and it’s authentic," Yarborough says.

A niche of the buying public is looking for something different and better, and its members are willing to pay a little more for the right products.

"There has been a trend in the United States since the 1990s of ‘trading up’ — spending more money to improve quality of life — whether it’s better cars, better golf clubs or better food," Daniele’s Dukcevich explains. "Good, dry-cured meats cost more, but they’re a small luxury that more and more people are willing to indulge in."

A More Informed Public

Consumers are becoming aware of food products from an ever-widening area of the world. Many cable television programs are providing information about meats, and audiences are viewing them as flavorful and at least a little exotic:

"We’ve got access to so much more information about food," explains Kevin Caputo, vice president of sales and marketing, Carando Gourmet Foods, Springfield, MA. "We’ve got the Food Network and the Travel Channel — celebrity chefs play a big part in this."

This more informed public is eager to try new meats, particularly the varieties they have recently heard about. "The staples are still increasing, like Genoa salami and pepperoni," Caputo says, "but we’re also seeing more demand for pancetta, prosciutto and capicola. The consumer hears about capicola and sopressata and says, ‘I’m going to see if I can find those.’"

Even some television dramas carry messages about new and exciting food possibilities. "Television and movies has helped our field immensely," Dukcevich says. "The chefs on the Food Network constantly cook with pancetta. Tony Soprano and his pals on HBO’s The Sopranos are constantly scarfing down capicola, mortadella and sopressata. It all looks delicious and fun, and people want to get their hands on it."

Much of this new wave of food education also comes from the direct experience of a new generation of world travelers.

"I believe the resurgence began as the younger generation started traveling to Europe and were exposed to different ethnic products," says Frank Pocino, president of Pocino Foods Company, based in City of Industry, CA.

Pocino says many young travelers return home and hope to find the meats they discovered in Europe. "Dry sausage has grown in sales for the past few years," he explains. "With the introduction of specialty dry sausage and cured meats and the wide variety offered, the consumer has decided it is a nice departure from the typical sausage products that were the old standbys."

Handling The New Product Line

Since many of these flavorful meats are
new to most consumers, the secret to successful merchandising is getting people to try the products. “The key on the retail level is being able to get the display area that you need,” Caputo suggests.

Because space alone may not be enough to get the products noticed, it may help to build sections in the deli of similar ethnic foods. “We recommend merchandising with other related products, like Hispanic cheeses,” advises Soto of Cibao Meat.

It may be necessary to take the extra step and sample the various products. “You’ve got to demo, you’ve got to get people to try it,” Bobak’s Bobak recommends.

The demo has to begin with properly sliced product. “The biggest problem I’ve seen retailers encounter with our products is people behind the counter who don’t know how to slice them,” explains Daniele’s Dukcevich. “Even a terrific prosciutto can be ruined if sliced too thick or too thin in soft shavings. Many supermarkets in Italy are facing the same problem. This will probably make pre-sliced products even more popular.”

Once the customer tries the meat, the taste has to have enough kick to complete the deal. “A good tasting product is the key,” according to Manda’s Yarborough.

To attract repeat customers, the cured meats have to be of consistently high quality to justify the price.

“To ensure freshness and desired flavor of our products, we take pride in hand-trimming our products, which allows for less fat and higher quality and consistency,” notes Alderfer of Alderfer. “We use only fresh meats that are never frozen and contain absolutely no MSG. In addition, we naturally wood smoke our meats using no artificial liquid smoke flavorings for that old fashioned taste.”

Others agree quality starts with the ingredients. “As to quality and shelf life, you have to start with the best ingredients and proper processing procedures,” recommends Pocino of Pocino Foods. “The retailer needs to follow the manufacturer’s recommendations for proper temperatures and handling.”

Cured meats have a naturally long shelf life. “Dry-cured meats have an incredibly long shelf life to start with because of the meat’s low-water activity,” Dukcevich explains. “Most of our meats have a 1-year shelf life. To improve quality, you have to constantly tinker, constantly assess and constantly improve. Dry-curing meat is an intersection of art and science. That means buying the most modern, high-tech equipment and employing the most knowledgeable staff.”

Proper slicing is the key to presentation. “If the retailer is what we call ‘new world,’ those that must refrigerate everything as a matter of policy or regulation, we ask that only the cut face of the product be wrapped with clear food-wrap,” advises Lorenza Pasetti, president of Volpi Foods, Inc., St. Louis, MO. “Prior to slicing for the day, we ask that it be faced off.”

Not all deli retailers rely exclusively on refrigeration to maintain freshness. “If they are an ‘old world’ retailer, meaning that they wish to display the products by hanging outside of refrigeration, we recommend the products not be vacuum-packaged,” Pasetti explains. “Allowing the product to continue its drying process and thereby continue the reduction of the water activity will only help improve the product safety and quality.”

A new level of education and care may be required to effectively merchandise a range of cured meats, but the potential rewards to the retailer make the investment well worth it. “I think the sky is the limit,” states Carando’s Caputo. “People want the best their money can buy. They want something unique and exotic.”

DEC./JAN. 2008 DELI BUSINESS
FDA Issues An Advance Notice Of Proposed Rulemaking To Revise The Reference Values And Mandatory Nutrients

The U.S. Food and Drug Administration (FDA) issued an advance notice of proposed rulemaking (ANPRM) in the Federal Register, Docket No. 2006N-0168, titled, Food Labeling: Revision of Reference Values and Mandatory Nutrients. The ANPRM requests comment on what new reference values the agency should use to calculate the percent daily value (DV) in the Nutrition Facts and Supplemental Facts labels and what factors the agency should consider in establishing such new reference values. In addition, FDA requests comments on whether it should require that certain nutrients be added or removed from the Nutrition Facts and Supplemental Facts labels.

On Nov. 8, 1990, the Nutrition Labeling and Education Act (NLEA) of 1990 was signed into law amending the Federal Food, Drug, and Cosmetic Act (the Act). In response to the NLEA, FDA, in 1993, issued several rules to modify how nutrition information is presented on food labels. When the agency issued those rules to modify the nutrition label information, it considered the diet and health information that was current at that time. New information has since become available on nutrient values that the agency believes may impact what nutrients it should consider requiring to be listed on the food label.

Interested persons can submit written or electronic comments by Jan. 31, 2008, as per the instructions provided in Docket No. 2006N-0168.

www.cfsan.fda.gov/~lrd/fr071102.html

Edible Coatings Of Whey Help Keep Pathogens Off Meats

1.2.nov.07
Science Daily

Fayetteville, AR - Ready-to-eat meats are popular with consumers. But after the initial food processing, they are also vulnerable to recontamination by pathogenic bacteria. A solution turns out to be an application of an antimicrobial-incorporated edible film coating that will fend off the pathogens.

“We have used film coatings with raw and cooked ready-to-eat meat products,” said Navam Hettiarachchy, a food science professor in the University of Arkansas System’s Division of Agriculture who led the research for the Food Safety Consortium. “We have also included red meat in our studies as well. In all these products, we have observed a protective effect of antimicrobial incorporated edible films against the pathogens.”

The researchers used a whey protein film coating as a vehicle for the antimicrobials. The actual barrier to pathogens was provided by various combinations of grape seed extract, the nisin (a peptide, protein fragment), malic acid and EDTA, which is a ring-forming compound of metal ion known as a chelator.

The tests showed effective results in controlling the growth and recontamination of Listeria monocytogenes, Salmonella typhimurium and E. coli 0157:H7 on ready-to-eat meat products. Hettiarachchy’s team tried different combinations of the antimicrobials and found some variances in levels of effectiveness. For example, in experiments on turkey frankfurters, a combination of nisin, malic acid and EDTA was more effective against E. coli 0157:H7 when grape seed extract was not part of the mix than when it was included.

“In most of the cases we focused on the type of meat products,” Hettiarachchy said. “The types of proteins, lipids and other components will vary in each meat product. The protective effect is based on the type of antimicrobials and the product matrix, and the film acts as a vehicle to deliver antimicrobials.” She said the film containing antimicrobials was effective for reducing pathogens on raw chicken, ready-to-eat chicken and red meat, and the degree of effectiveness was dependent on the product.

The key to the workings of edible film on meat is the ability to sustain the release of antimicrobials against the pathogens. The antimicrobials are held in the film matrix by weak forces, not by chemical bonding.

“The antimicrobials can be released immediately or the release can be delayed from the film matrix based upon the affinity of antimicrobials to various amino acids and others that are present in the film,” Hettiarachchy said. “A greater affinity of antimicrobials to the film matrix will facilitate sustained release of antimicrobials and will extend the shelf life of the product.”

Some industrial interest is already being shown in the edible film. Hettiarachchy said there are prospects of its commercialization and some companies are looking into its use for coating fruits, vegetables and even flowers.

Adapted from materials provided by University of Arkansas.

FDA To Hold hearing On Salt In Food
22.oct.07
Institute of Food Technologists

The U.S. Food and Drug Administration (FDA) has announced public hearing concerning FDA’s policies regarding salt (sodium chloride) and sodium in food. FDA also is announcing the availability for comment of a citizen petition, submitted by the Center for Science in the Public Interest (CSPI), requesting that FDA make changes to the regulatory status of salt, require limits on salt in processed foods, and require health messages related to salt and sodium.

The purpose of the hearing is for FDA to share its current framework of policies regarding salt and sodium and to solicit information and comments from interested persons on this current framework and on potential future approaches, including approaches described in the citizen petition. The public hearing will be held on Nov. 29, 2007, from 9:00 AM to 4:30 PM. Registration began Oct. 22, 2007.

www.fda.gov/OHRMS/DOCKETS/98fr/05p-0450-nhc0001.pdf
There’s No Place Like You For The Holidays

There’s a great jazz tune from the ‘40s called “T’aint What You Do, It’s the Way That You Do It.” The lyric notes “that’s what gets results.”

Thanksgiving through New Year’s is a finish line. The holidays present our best opportunity to introduce new cheeses and cross-promote them with other categories throughout the store.

But too often this turns into a misguided merchandising nightmare of our own making. Instead of focusing on smoothness of operations and reinforcing what we’ve been to our customers in the three quarters prior, we get wrapped up in externalized, theme-park notions of what shoppers will respond to.


It is my firm belief that you can mount any merchandising extravaganza you choose, so long as it reflects who you are and is executed well. That does not mean just setting up eye-popping displays, slashing prices and handing out hot mulled cider. This the most critical moment of the year to make sure the basics are in place. Service is everything.

During the holidays, your store is filled with my idea of the ideal customers: regular shoppers and newcomers who like cheese and specialty foods in general, know something about them, would like to be a little adventurous this Christmas and are willing to spend more for something terrific. But they’re nervous. Maybe even scared.

Send them to me. I have no other mission on a busy day than to rest all fears and send people home with something spectacular. But they’re nervous. Maybe even scared.

For me, it’s not “salesmanship.” Honestly, I’m not thinking about making a sale at all. I’m not pitching. I’m not promoting. There’s no technique. All I want to do is have a good time with my customers. Just chatting, asking what they like, if money’s an object and if so, how big an object. Then we’ll start sampling. (More on that in a second.)

The lynchpin of retail, at any time, is the personal contact you and your staff make with your customers, especially important now because the store is so jammed. This is not an intellectual exercise. It’s great your staff is knowledgeable but it’s even more important they’re cheerful, enthusiastic and genuinely like what they’re selling.

We do not necessarily help a nervous customer by hear complaints about how some guy just dipped his mitts into a bowl of cheese cubes, as if it were a bucket of popcorn at the Cineplex, ignoring the strategically placed toothpicks — and then went back for seconds.

I doubt whatever we’re giving away has been justified by comparable sales of that or any other cheese. It would probably be more effective to simply station someone at the front door saying, “Welcome to Union Market,” handing out quarter-pound chunks of yellow cheddar and a napkin. We all tend to dish out lower-priced, mediocre cheeses to soften the financial blow and try to please as many of the masses as possible. Again, it’s generous, but to a fault. Nobody talks, everyone just eats, and it’s usually nothing special.

Active sampling is where it’s at. When providing nibbles, I’ll sit those samples in close proximity to a meaningful, well-signed display of my best cheeses of the day. This usually provides some interesting sightseeing while snacking and puts my staff and me about two feet from the customers.

We always say hi first, then ask if they’d like to try that thing they can’t take their eyes off of. “It’s a little out of my price range,” is a common reaction.

“All the more reason to seize this opportunity,” or words to that effect, is our response. I will keep a wedge of this glorious dairy product out on the counter at room temp for a maximum dining experience, and shave or nip a piece off.

“The lyric notes “that’s what gets results.” If someone felt out of his/her league before, you’ve likely reinforced that. Far better than factoids is stressing deliciousness. “I love this cheese!” For real. Personalize it. Want to cross-merchandise? What is your favorite pairing? What will you be serving at your annual Christmas Eve Egg-Nogger? A Note on sampling: There are few greater expressions of generosity than leaving trays and baskets of samples out for your customers. Yet, I am not a big fan of passive sampling. Neither are many of my customers, as it turns out. I often
In 1967 Russell McCall opened The Cheese Shop on Pharr Road in the Buckhead area of Atlanta, GA. Specializing in imported and domestic cheeses, the shop also carried unique breads and crackers, divine chocolates, aromatic coffee beans and other specialty food items once scarce or unavailable in the South.

This humble beginning grew into six thriving retail shops throughout the metro Atlanta area and a commissary to service them. Demand for the product line from other shop owners, restaurants and grocery deli programs provided the impetus to create Atlanta Foods International (AFI). The service area now covers all 50 states and the product line has grown to an extensive inventory of more than 8,000 specialty items, including one of the country’s premier cheese programs.

Besides the main warehouse in downtown Atlanta, there are now two Gourmet Foods International locations in Florida, and Sheila Marie Imports in Boston, MA. The intense passion for sourcing and supplying specialty food items has driven AFI to become one of the leading importers and distributors in the nation.

Blast From The Past is a regular feature of DELI BUSINESS. We welcome submissions of your old photos, labels or advertisements along with a brief description of the photo. Please send material to: Editor, DELI BUSINESS, P.O. Box 810217, Boca Raton, FL 33481-0217 or e-mail DeliBusiness@phoenixmedianet.com. For more information contact us at (561)994-1116

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