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# The Marketing Of Causes

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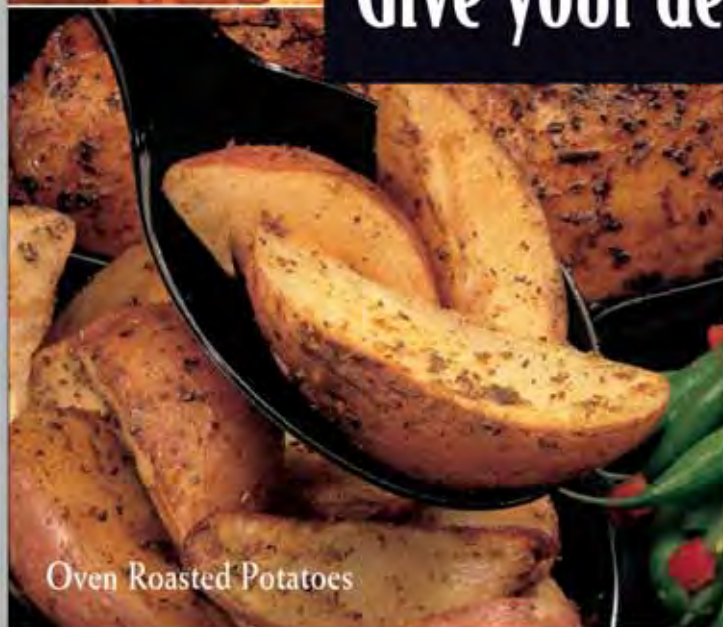


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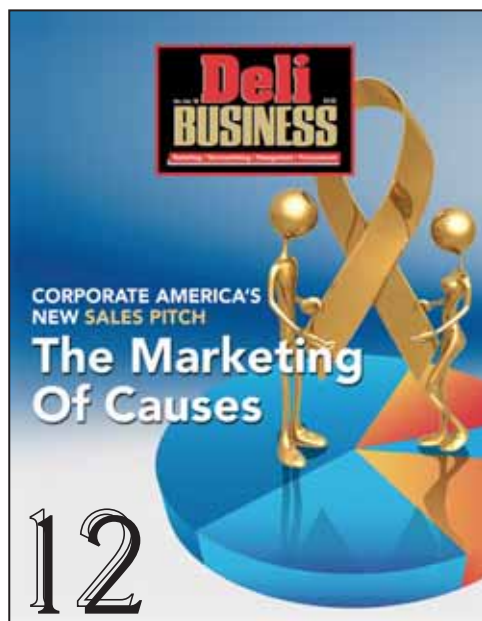




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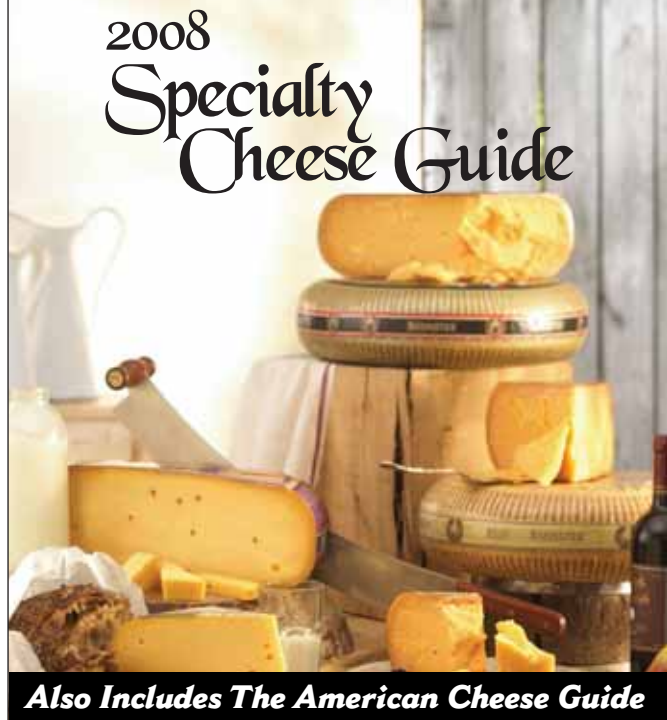
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# DELI BUSINESS QUIZ



**TIMOTHY BOWE**  
Regional Account Manager  
Swiss-American, Inc.  
St. Louis, MO

Timothy Bowe's career in foodservice began at age 14, when he worked as a line cook for a fast food restaurant. Today, he focuses on developments within the deli industry.

"I work mostly in new business development," notes Timothy, a 4-year veteran with Swiss-American. "We work with club stores, private labels, retailers in the Southeast and foodservice distributors in the St. Louis marketplace."

From the array of food items to the multitude of retailers, Timothy says it's the variety that makes working in the industry so enjoyable.

A DELI BUSINESS reader since the magazine began 12 year ago, he most enjoys reading about new products and the job responsibilities of other people in the deli industry.

As the winner of the DELI BUSINESS quiz, Timothy will receive a graphite wedge.

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### HOW TO WIN

To win the DELI BUSINESS Quiz, the first thing you have to do is enter. The rules are simple: Read through the articles and advertisements in this issue to find the answers. Fill in the blanks corresponding to the questions below, and either cut along the dotted line or photocopy the page and send your answers, along with a business card or company letterhead, to the address listed below. The winner will be chosen by drawing from the responses received before the publication of the April/May 2008 issue of DELI BUSINESS. **The winner must agree to submit a photo to be published in that issue.**

## 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? \_\_\_\_\_

This issue was: ☐ Personally addressed to me ☐ Addressed to someone else

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Street: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

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# The Specialty Cheese Challenge/Opportunity



By  
**Jim Prevor**  
*Editor-in-Chief of*  
*DELI BUSINESS*

**A**s 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 supermar-

kets 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 palates, 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. Being the anti-Wal-Mart is as much a matter of thinking of — and delighting — the non-Wal-Mart shopper as carrying particular product.

Much of the industry could do worse than a New Year's resolution in that direction.

It may sound like a burden — can't we just sell product? — but it really is the opportunity.



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# 2008 Will Be An Interesting Year



By  
**Lee Smith**  
*Publisher of  
DELI BUSINESS*

**T**he 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 curried 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, it 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. **DB**

From cause marketing and the invasion of the Brits to the greening of politics, 2008 will prove to be a pivotal year.



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# DELI WATCH

## 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.

[www.WilkinsonIndustries.com](http://www.WilkinsonIndustries.com)



**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.

[www.hennypenny.com](http://www.hennypenny.com)

## 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 6-foot Butterball turkey sandwich created by Firehouse Subs.

[www.butterball.com](http://www.butterball.com)

Reader Service No. 401



### Web Site Launch

Hobart, Troy, OH, launched [www.hobartcorp.com/sustainabledesign](http://www.hobartcorp.com/sustainabledesign) 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. "Hobart is sharing best practices that make food retail locations and foodservice facilities more efficient, sustainable and profitable," said Sarah Puls, vice president of brand marketing.

[www.hobartcorp.com](http://www.hobartcorp.com)

Reader Service No. 402

## 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.

[www.34-degrees.com](http://www.34-degrees.com)

Reader Service No. 403



### Mashed Potato Side Dishes

Great American Appetizers, Nampa, ID, introduces three great flavors of mashed potatoes under the Betty Crocker 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.

[www.appetizer.com](http://www.appetizer.com)

Reader Service No. 404



### 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.

<http://www.pwpc.com/>

Reader Service No. 405



### 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.

[www.woolwichdairy.com](http://www.woolwichdairy.com)

Reader Service No. 406



### 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.

[www.lambweston.com](http://www.lambweston.com)

Reader Service No. 407



### 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 spicy mac & jack also available.

[www.Nestlefoodservices.com](http://www.Nestlefoodservices.com)

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# CORPORATE AMERICA'S NEW SALES PITCH: The Marketing Of Causes

DONE RIGHT, CAUSE MARKETING OFFERS MANY REWARDS;  
DONE WRONG, IT ANTAGONIZES ITS AUDIENCE.

By Yahia Lababidi

**T**he phrase “cause-related marketing” was first used in 1983, by American Express, headquartered in New York, NY, to describe its campaign to raise money — based on how much its customers charged — for the restoration of Ellis Island and the Statue of Liberty. American Express made a 1¢ donation to the Statue of Liberty every time someone used his/her charge card. Applications for the card spiked, card use peaked, the number of new cardholders grew by 45 percent, card usage increased by 28 percent and \$1.7 million was raised.

Since this first blockbuster campaign, the term cause-related marketing, or cause marketing, is understood as the public association of a for-profit company with a nonprofit organization, intended to promote the company's product or service and to raise money for the nonprofit.

In brief, cause marketing is the development of mutually beneficial marketing relationships between companies and causes. However, it is generally considered to be distinct from corporate philanthropy because the corporate dollars involved are not outright gifts to a nonprofit organization (hence not tax-deductible).

This imaginative approach to marketing enables organizations to differentiate their products in a competitive marketplace while finding the intersection between societal needs and corporate marketing goals. Wedding the

public's desire to support a non-profit cause with a company's marketing and brand, it creates business and societal benefits while publicly communicating workplace and marketplace civic values.

## 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





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Introducing:**



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

shops, conferences, etc., CMF seeks to expound 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,

cery 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

**W**ith 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.

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, work-

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 gro-



# 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.

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Width 20 5/8"  
& Holds 4 cases



Height 60" Depth 16"  
Width 15 1/4"  
& Holds 7 to 8 cases



wearing one's values on one's sleeve (political, sexual, environmental), it also satisfies the exhibitionist tendencies to publicly declare affinities (even whilst 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/Roper 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 in 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. (Meantime, 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 sprang 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 ethically 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.

**DB**





# MERCHANDISING Entrées IN THE DELI

Fresh is the buzzword sparking a revolution in today's supermarket industry.

BY CAROL M. BAREUTHER, RD

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.

Jon Newsom, national sales and marketing manager, Champion Foods, LLC, New Boston, MI, explains, "The key is to offer new and unique products that aren't — and haven't been — available in frozen form. For example, we offer pre-made, refrigerated pizzas in a 14-inch size, a 12-inch deep dish with a square-shaped crust and breadsticks in three flavors. We also overdo the toppings, lots of meats and cheeses. This makes the pizzas more of a meal."

## Offer Both Bold And Familiar Flavors

According to *What's In Store 2008*, frequent sit-down diners are more likely to visit the deli. They are also the ones exposed to many different types of foods and flavors.

Mediterranean, Latin American and Pan-Asian cuisines ranked in the top 20 hot items

listed by members of the American Culinary Federation, St. Augustine, FL, in an October 2006 survey by the National Restaurant Association (NRA) Washington, D.C.

"When consumers go out to eat, they are most likely to seek Asian and Mexican cuisine," notes Julie Jeremy, president, Native Kjalii Foods, Inc., San Francisco, CA. "That's why we've developed refrigerated entrées for the deli based on these flavor profiles. For example, we offer chicken breast with spicy peanut sauce, roasted mole chicken and chicken breast with coconut ginger sauce. Each comes in either a 10-ounce, single-serve or 24-ounce, family-style carton."

"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 McCarthy. "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 5-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 7-item line includes teriyaki noodles, Burgundy

mushrooms and beef, fettuccini Alfredo, pasta primavera, spaghetti Bolognese, home-style 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 from 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 for 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." **DB**

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." **DB**



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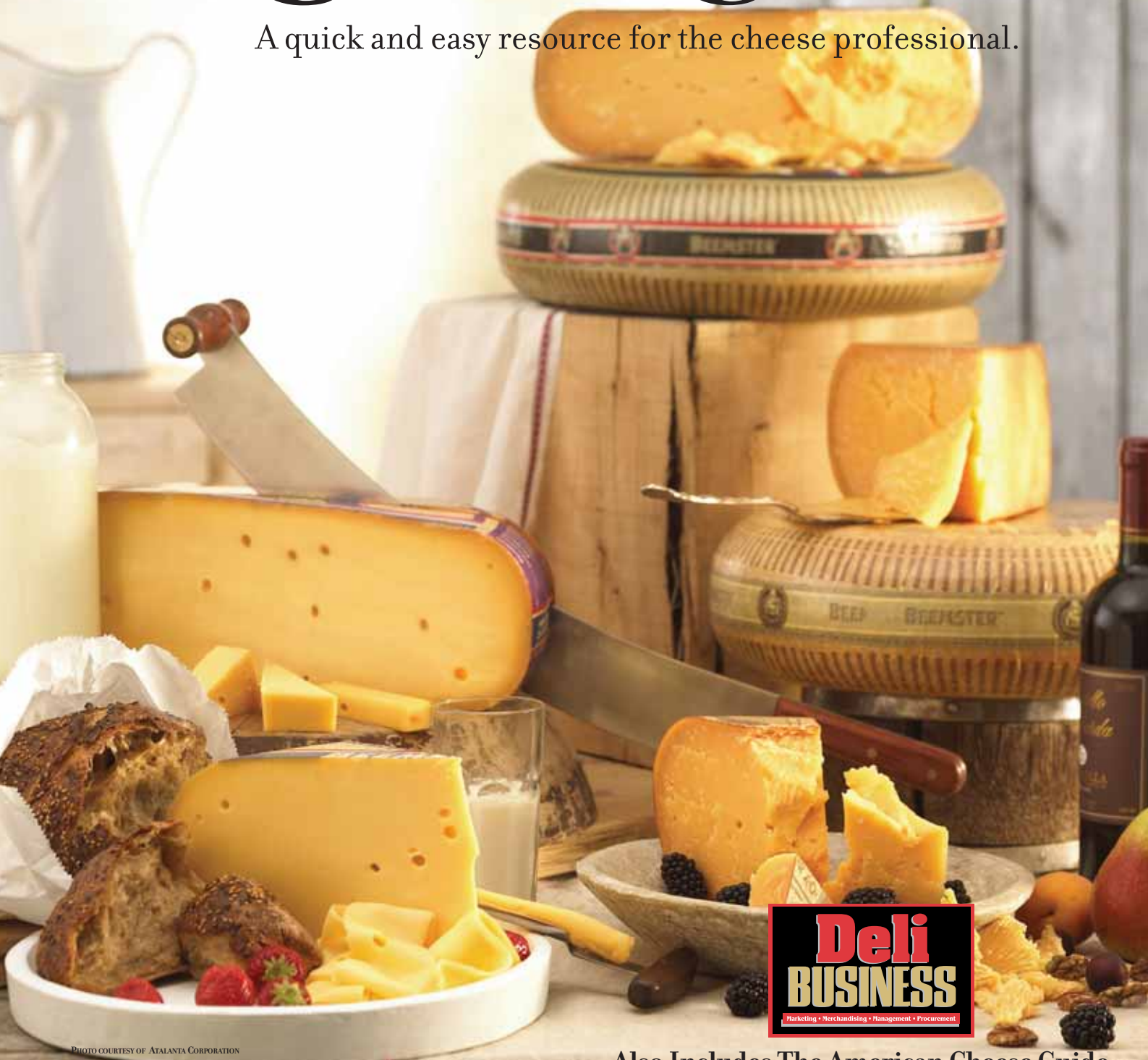
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# 2008 Specialty Cheese Guide

A quick and easy resource for the cheese professional.



Also Includes The American Cheese Guide

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# THE GREAT CHEESE ROBBERY



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. Farm-house 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.

#### Abondance

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.

#### Affidélce 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, Affidélce 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.



PHOTO COURTESY OF DAIRY CREST



PHOTO COURTESY OF FROMAGERIE BERGERON



PHOTO COURTESY OF BELGIOIOSO CHEESE INC.

### Andes Panquehue

**Category:** C  
**Milk:** Cow

**Type:** Semisoft  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Pasta Filata  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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'Allevio

**Category:** C  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Semisoft  
**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  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Semisoft  
**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  
**Milk:** Goat, Cow

**Type:** Semisoft  
**Origin:** France

Beautiful soft cheese wrapped in chestnut or grape leaves and tied into a little bundle. Runny and intense interior with winey, fruity, nutty taste.

### Beaufort

**Category:** C  
**Milk:** Cow

**Type:** Hard/Firm  
**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  
**Milk:** Sheep

**Type:** Blue  
**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  
**Milk:** Cow, Goat

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Blue  
**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.





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### Bleu de Bresse

**Category:** B  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Blue  
**Origin:** France

PDO. Made in the area around Roquefort from raw milk. White interior with liberal veining. Aged in caves. Sharp spicy flavor. Less salty cheese than Roquefort.

### Bleu du Haut-Jura, de Gex, de Septmoncel

**Category:** D  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Sheep

**Type:** Blue  
**Origin:** France

Made in the Pyrenees Mountains. Complex cheese that is subtle but not heavy. Spicy and earthy.

### Bocconcini

**Category:** A  
**Milk:** Cow

**Type:** Fresh  
**Origin:** Italy

Fresh Mozzarella in small, egg-shaped balls. Translates as "little mouthfuls." Delicious when teamed with herbs, spices and olive oil. Often served with melon and prosciutto. Common domestic cheese. Water buffalo-milk version now being imported from Italy.

### Boerenkaas

**Category:** C  
**Milk:** Cow

**Type:** Firm/Hard  
**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.

### Boilie

**Category:** C  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Goat

**Type:** Soft  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Soft-ripened  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Semisoft  
**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.





### Brick

**Category:** A  
**Milk:** Cow  
**Type:** Firm/Hard  
**Origin:** Wisconsin  
Wisconsin original, first made by John Rossie in 1877. Called Brick cheese because original cheesemakers used bricks to press moisture from the cheese. Flavor ranges from mild to sharp and piquant. Pungent, tangy, often described as a cross between Cheddar and Limburger.

### Brie

**Category:** A  
**Milk:** Cow  
**Type:** Soft-ripened  
**Origin:** France  
No longer produced only in France; exceptional Bries now produced in U.S. Edible soft white bloom. Soft, butter-colored interior; mild flavor deepens with age; creamy texture becomes more lush with time. Many artisanal cheese producers making Brie with goat and sheep milk. Flavored varieties also popular.

### Brillat-Savarin

**Category:** D  
**Milk:** Cow  
**Type:** Soft-ripened  
**Origin:** France  
More like a dessert. Rich and creamy with minimum 75 percent butterfat content. Triple crème, Brie-style cheese. About six ounces each.

### Brillo di Treviso-Prosecco

**Category:** D  
**Milk:** Cow  
**Type:** Semisoft  
**Origin:** Italy  
"Drunken" style cheese made in Veneto region of northeastern Italy. Rind massaged with prosecco (a sparkling wine) leaving it soft and delicate with definite aroma of fresh wine. Milky white, tender, compact, very approachable paste. Small 14-ounce wheel perfect for cheese boards and gift baskets.

### Brin d'Amour

**Category:** D  
**Milk:** Sheep, Goat  
**Type:** Semisoft  
**Origin:** France  
Soft cheese usually made from sheep milk but occasionally a mixed-milk cheese. Characterized by herb-coated, bitter crust that is usually not eaten. White, moist to runny interior. Uniquely herbaceous flavor.

### Brocciu Corse

**Category:** C  
**Milk:** Sheep, Goat  
**Type:** Fresh  
**Origin:** France  
PDO. Soft, white whey cheese from Corsica, eaten fresh or salted and aged several weeks. Flavor varies according to where the sheep and/or goats grazed.

### Bündnerkäse

**Category:** B  
**Milk:** Cow  
**Type:** Semisoft  
**Origin:** Switzerland  
Made from organic cow milk. Yellowish-brown to reddish rind. Ivory to light yellow interior. Soft, delicious and rich with clean finish. When three to four months old, very mild. Aged six to nine months, pleasantly tart.

### Burrata

**Category:** C  
**Milk:** Cow  
**Type:** Pasta Filata  
**Origin:** Italy  
Hand formed delicate pouches filled with stretchy Mozzarella curd amalgamated with cream. Interior consistency resembles creamy Mozzarella shards or sweet cream butter. Sweet, fresh, milky aroma. Originated in 1920s in Puglia. Best at cool room temperature, plain or with olive oil, salt and pepper.

### Butterkäse

**Category:** A  
**Milk:** Cow  
**Type:** Semisoft  
**Origin:** Germany  
Made throughout Germany and Austria as well as in the United States. Name means "butter cheese" and is reflective of taste. Mild, excellent melting cheese. Children's favorite.

### Cabanon

**Category:** D  
**Milk:** Sheep  
**Type:** Fresh  
**Origin:** Canada  
Made in Quebec. Slightly aged, sheep milk disk wrapped in eau-de-vie soaked maple leaves and tied into a bundle. Soft texture, rich flavor blending hazelnut, spice, pure milk.

### Cabécou Feuille

**Category:** D  
**Milk:** Goat  
**Type:** Soft  
**Origin:** France  
Fresh and mild. Small 10-ounce disk dipped in plum brandy, sprinkled with black pepper and then wrapped in chestnut leaves. Smooth, creamy and tangy with overtones of brandy.

### Cabot Clothbound Cheddar

**Category:** C  
**Milk:** Cow  
**Type:** Firm/Hard  
**Origin:** Vermont  
Twenty-five pound clothbound wheel from Cabot Creamery Cooperative, made from pasteurized milk, aged 12 months at Jasper Hill Farm. Sharp, creamy, with notes of caramel.

### Cabrales

**Category:** C  
**Milk:** Cow, Goat, Sheep  
**Type:** Blue  
**Origin:** Spain  
PDO. Made from raw, mainly cow milk. Often blended with goat and ewe milk in spring and summer since most farmers keep mixed herds. Cave-aged with deep blue veining, thick texture and creamy, piquant flavor.

### Caciocavallo

**Category:** B  
**Milk:** Cow  
**Type:** Pasta Filata  
**Origin:** Italy  
Provolone-style cheese. Table cheese when young and grating cheese when aged. Pear-shaped with full, mellow flavor. Firm texture, intense aroma and pale yellow color.

### Caciotta Capra Pepe e Olio

**Category:** D  
**Milk:** Goat  
**Type:** Firm/Hard  
**Origin:** Italy  
Aged goat cheese from the Veneto region in the foothills of the Dolomite Mountains. Dynamic flavor; grows in complexity when finished with olive oil and pepper. After initial aging period of 3 to 4 months, rind is carefully cured for another 3 to 4 weeks. Individually rubbed by hand with the finest extra virgin olive oil and large grains of fresh black pepper. Floral and tangy; finish includes a tiny "bite" plus a tingle of pepper.

### Caciotta al Tartufo

**Category:** D  
**Milk:** Sheep  
**Type:** Firm/Hard  
**Origin:** Italy  
Pasteurized mixed-milk cheese made with slivers of Umbrian black truffles in the paste. Sometimes a mixed milk cheese made with cow milk. Compact cheese with intense flavor of truffles.

### Caerphilly

**Category:** B  
**Milk:** Cow  
**Type:** Firm/Hard  
**Origin:** England  
English "crumbly." Only lightly pressed and very moist. Ready to eat as young as six to 10 days although can be aged up to four or five months. Fresh, clean, grassy taste and firm, elastic, school-eraser-type texture when broken.

### Cambozola

**Category:** A  
**Milk:** Cow  
**Type:** Blue  
**Origin:** Germany  
Very mild and creamy with subtle flavor. Subtle blue veins with downy white rind. Rich flavor overtones of fresh cream and piquant woody blue.

### Camembert

**Category:** A  
**Milk:** Cow  
**Type:** Soft-ripened  
**Origin:** France  
Made in many countries and available in cow, goat and sheep milk versions. Similar to Brie but smaller and more fluid texture. Edible, thin, white rind sometimes has rusty-colored flecks. Delicate golden interior. Mild to pungent taste. When ripe, should feel plump and yield to gentle pressure.

### Cana de Cabra

**Category:** D  
**Milk:** Goat  
**Type:** Semisoft  
**Origin:** Spain  
A bloomy-rind soft-ripened cheese log similar to Bucheron from the area around Murcia. Creamy and mild yet full flavored.

### Canestrato Pugliese

**Category:** C  
**Milk:** Sheep  
**Type:** Firm/Hard  
**Origin:** Italy  
PDO. Tangy grating cheese from Puglia. Basket-ripened two to 10 months. Woven rushes mark the rind, which is treated with olive oil and sometimes with wine vinegar. Gold exterior, straw-yellow interior with small eyes.



### Cantabria

**Category:** C  
**Milk:** Cow

**Type:** Semisoft  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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. Cantale is a modern, smaller, barrel-shaped version.

### Caprini

**Category:** D  
**Milk:** Goat

**Type:** Fresh  
**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.

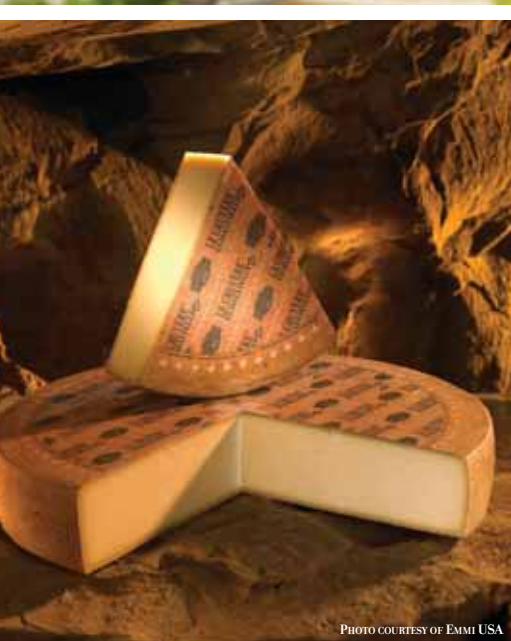


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### Casciotta of Urbino

**Category:** C  
**Milk:** Sheep, Cow

**Type:** Firm/Hard  
**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 Marche region and appreciated by Michelangelo. Mild, sweet with a thin, yellow rind and yellowish, crumbly paste.

### Cashel Blue

**Category:** C  
**Milk:** Cow

**Type:** Semisoft  
**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  
**Milk:** Cow

**Type:** Blue  
**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.

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### Castelo Branco

**Category:** D  
**Milk:** Sheep, Goat

**Type:** Semisoft  
**Origin:** Portugal

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.

### Chabichou du Poitou

**Category:** C  
**Milk:** Goat

**Type:** Firm/Hard  
**Origin:** France

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.

### Championignon

**Category:** A  
**Milk:** Cow

**Type:** Soft-ripened  
**Origin:** Germany

Double crème, Brie-like cheese with hand-picked mushrooms throughout. Mushroom flavor, mild and woody when young; intensifies with age. Very creamy.

### Chaource

**Category:** D  
**Milk:** Cow

**Type:** Soft-ripened  
**Origin:** France

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.

### Cheddar, Domestic

**Category:** A  
**Milk:** Cow

**Type:** Firm/Hard  
**Origin:** USA

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.

### Cheshire

**Category:** B  
**Milk:** Cow

**Type:** Firm/Hard  
**Origin:** England

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.

### Chèvre

**Category:** A  
**Milk:** Goat

**Type:** Fresh  
**Origin:** France

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.

### Chèvre Noir

**Category:** B  
**Milk:** Goat

**Type:** Firm/Hard  
**Origin:** Canada

Made in Quebec. Ivory-colored goat Cheddar, smooth and mellow, with persistent nutty and buttery flavors. Caramel finish when aged.

### Chimay Grand Classique

**Category:** C  
**Milk:** Cow

**Type:** Semisoft  
**Origin:** Belgium

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.

### Colby

**Category:** A  
**Milk:** Cow

**Type:** Semisoft  
**Origin:** Wisconsin

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.

### Comté

**Category:** C  
**Milk:** Cow

**Type:** Firm/Hard  
**Origin:** France

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.

### Constant Bliss

**Category:** C  
**Milk:** Cow

**Type:** Soft-ripened  
**Origin:** Vermont

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.

### Cooleeney

**Category:** D  
**Milk:** Cow

**Type:** Soft-ripened  
**Origin:** Ireland

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.

### Coombe Farm Cheddar

**Category:** C  
**Milk:** Cow

**Type:** Firm/hard  
**Origin:** England

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.





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### Conciato Vaccino al Pepe Nero

**Category:** C  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Soft-ripened  
**Origin:** France

Similar to Brie. Uneven rind with brown mottling and straw-colored interior. Full, rich, buttery flavor.

### Crater Lake Blue

**Category:** C  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Goat

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Semisoft  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**Origin:** Ireland

Relatively new. Naturally balanced sweet taste — a cross between nutty Swiss and Parmesan. Matured for more than 12 months. Packaged in distinctive parchment-like film.

### Durrus

**Category:** D  
**Milk:** Cow

**Type:** Washed Rind  
**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  
**Milk:** Cow  
**Type:** Semisoft  
**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  
**Milk:** Cow  
**Type:** Firm/Hard  
**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  
**Milk:** Cow  
**Type:** Firm/Hard  
**Origin:** Switzerland  
Real Swiss cheese. Made in 200-pound wheels. Natural, firm, dry, yellowish-brown rind. Ivory to light yellow interior with firm texture and cherry-sized eyes. Nutty, mild-to-flavorful taste.

### English Cheddar

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

### Esrom

**Category:** B  
**Milk:** Cow  
**Type:** Washed Rind  
**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  
**Milk:** Sheep  
**Type:** Firm/Hard  
**Origin:** Portugal  
PDO. Wheels aged six to 12 months. Few or no holes in light yellow paste. Coagulum used to coagulate raw ewe milk.

### Explorateur

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

### Feta

**Category:** A  
**Milk:** Sheep, Goat  
**Type:** Fresh  
**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 30 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  
**Milk:** Sheep  
**Type:** Firm/Hard  
**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  
**Milk:** Sheep  
**Type:** Semisoft  
**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 browns and cheese acquires edible fuzzy gray mold. Limited availability and generally must be pre-ordered.

### Fog Light

**Category:** C  
**Milk:** Goat  
**Type:** Soft-ripened  
**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  
**Milk:** Sheep  
**Type:** Washed Rind  
**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  
**Milk:** Cow  
**Type:** Semisoft  
**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  
**Milk:** Cow  
**Type:** Semisoft  
**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.

### Fougerus

**Category:** D  
**Milk:** Cow  
**Type:** Soft-ripened  
**Origin:** France  
U.S. version made with pasteurized milk. From Robert Touzaire. Produced in Ile-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  
**Milk:** Cow  
**Type:** Blue  
**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  
**Milk:** Cow, Sheep, Goat  
**Type:** Fresh  
**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:** D  
**Milk:** Cow, Sheep  
**Type:** Semisoft  
**Origin:** France  
Natural rind cheese made from blend of raw cow and ewe milk in traditional Pyrénées style. Rich and dense, fruity and slightly acid.

### Gailtaler Almkäse

**Category:** C  
**Milk:** Cow  
**Type:** Firm/Hard  
**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  
**Milk:** Cow, Goat  
**Type:** Semisoft  
**Origin:** Spain  
Mild smoky cheese produced in high meadows of Asturias. Matured in natural caves for a minimum of two months. Natural rind with a gray mold. Buttery and spicy at the same time.

### Gaperon

**Category:** C  
**Milk:** Cow  
**Type:** Soft-ripened  
**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  
**Milk:** Goat  
**Type:** Firm/Hard  
**Origin:** Spain  
Small Pyrénées cooperative revived this regional cheese, manufactured long ago. Mild, buttery, clean taste. Gray blue rind, white paste. Aged a minimum of three weeks.



### Gjetost

**Category:** A  
**Milk:** Goat

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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.



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### Gran Canaria

**Category:** B  
**Milk:** Mixed

**Type:** Firm/Hard  
**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.

### Grana Padano

**Category:** A  
**Milk:** Cow

**Type:** Grana  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Soft  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Semisoft  
**Origin:** France

Milder, sweeter and softer in texture than Swiss Gruyère. Soft butter-colored paste. Made from raw milk.



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Reader Service No. 109

# CRACKER AND BREAD PAIRINGS

By Trisha J. Wooldridge

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 crisped 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 Bon-signore, marketing coordinator for Valley 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 Frocione, 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 crackers, 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 Bodacious 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.

## Gubbeen

Category: D

Milk: Cow

Type: Washed Rind

Origin: Ireland

Pungent, semisoft cheese made from pasteurized milk. Washed rind cheese with pungent rind. Fruity, clean flavor does not reflect rind's aroma.

## Haloumi

Category: B

Milk: Sheep

Type: Semisoft

Origin: Cyprus

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

## Havarti

Category: A

Milk: Cow

Type: Semisoft

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.

## Herrgård

Category: B

Milk: Cow

Type: Semisoft

Origin: Sweden

Traditional creamery cheese. Made from pasteurized milk. Curd cooked, pressed and salted until cheese ready for wax coating. Forty-five percent fat content provides sweet, full milk flavor.

## Hoch Ybrig

Category: C

Milk: Cow

Type: Firm/Hard

Origin: Switzerland

Prized modern raw milk alpine cheese inspired by fine Swiss Gruyère but in much smaller wheels. Named for a mountain near Zurich. Light red wine-washed rind, pale to yellowish paste. Dense, smooth texture, concentrated, lingering flavor.

## Hoja Santa

Category: C

Milk: Goat

Type: Fresh

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 saffron.

## Humboldt Fog

Category: C

Milk: Goat

Type: Soft

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

Category: C

Milk: Goat

Type: Semisoft

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  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Soft-ripened  
**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  
**Milk:** Cow

**Type:** Semisoft  
**Origin:** Norway

Part skim milk cheese often substituted for Emmentaler. Available in wheels, blocks and slices. Pronounced nutty, buttery, mild, slightly sweet flavor. Yellow rind and pale golden interior with well-spaced eyes. Popular for upscale sandwiches. Light version available. Also produced domestically.

### Imokilly Regato

**Category:** C  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**Origin:** Holland

PDO. Kanter refers to angular shape of Friesland cheeses. Pleasant sharpness intensifies with age. Kanternagelkaas: with cloves. Kanterkomi-jnekaas: with cumin. Exported since 1500s.

### Kasseri

**Category:** B  
**Milk:** Sheep, Goat

**Type:** Pasta Filata  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Sheep, Goat

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Soft  
**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

**Milk:** Sheep, Goat

**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.

**Type:** Firm/Hard

**Origin:** Greece

### Laguiole

**Category:** D

**Milk:** Cow

**PDO.** Made in Aubrac since 4th century. Similar to Cantal. Pressed, uncooked cylinder aged four months. Tangy, herb inflected flavor. Made by religious orders for pilgrims bound for Spain during Middle Ages. Image of bull and "Laguiole" stamped on rind.

**Type:** Firm/Hard

**Origin:** France

### Langres

**Category:** D

**Milk:** Cow

**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.

**Type:** Washed Rind

**Origin:** France



### L'Ariegeois Vache

**Category:** D

**Milk:** Cow, Goat

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.

**Type:** Washed Rind

**Origin:** France

### La Serena

**Category:** C

**Milk:** Sheep

**PDO.** One of most sought-after, highly valued and expensive cheeses in Spain. Made from milk of Merino sheep. Minimum 50 percent fat content. Aged minimum of eight weeks. Very buttery flavor.

**Type:** Semisoft

**Origin:** Spain



### L'Étivaz

**Category:** C

**Milk:** Cow

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.

**Type:** Firm/Hard

**Origin:** Switzerland

### Leyden

**Category:** B

**Milk:** Cow

**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.

**Type:** Firm/Hard

**Origin:** Netherlands

### Livarot

**Category:** C

**Milk:** Cow

**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.

**Type:** Washed Rind

**Origin:** France

### Mahón

**Category:** C

**Milk:** Cow

**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.

**Type:** Firm/Hard

**Origin:** Spain

### Majorero

**Category:** C

**Milk:** Goat

**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.

**Type:** Firm/Hard

**Origin:** Spain

### Manchego

**Category:** C

**Milk:** Sheep

**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.

**Type:** Firm/Hard

**Origin:** Spain

### Manouri

**Category:** B

**Milk:** Sheep, Goat

**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.

**Type:** Semisoft

**Origin:** Greece

### Maroilles

**Category:** D

**Milk:** Cow

**PDO.** Not for beginners. One of the world's smelliest, strongest-flavored cheeses. Rind covered with brownish-yellow mold. Straw yellow interior.

**Type:** Washed Rind

**Origin:** France

### Mascarpone

**Category:** A

**Milk:** Cow

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.

**Type:** Fresh

**Origin:** Italy





### Midnight Moon

**Category:** C

**Milk:** Goat

**Type:** Firm/Hard

**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

**Milk:** Cow

**Type:** Firm/Hard

**Origin:** France

Looks like a cantaloupe inside and out. Rough rind with bright orange interior and exterior. Firm texture with small holes and cracks. Mild flavor.

### Mirabo Walnut

**Category:** A

**Milk:** Cow

**Type:** Soft-ripened

**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

**Milk:** Sheep

**Type:** Firm/Hard

**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

**Milk:** Cow

**Type:** Firm/Hard

**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

**Milk:** Goat

**Type:** Soft-ripened

**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

**Milk:** Cow

**Type:** Firm/Hard

**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

**Milk:** Cow

**Type:** Firm/Hard

**Origin:** Italy

PDO. Partially skimmed milk, unpasteurized hard cheese from Friuli area. Mild and tangy with butterscotch flavor. Grayish-brown rind with cream-colored interior.

### Montrachet

**Category:** A

**Milk:** Cow

**Type:** Fresh

**Origin:** France

Commercially-produced fresh chèvre from Burgundy. Sold in pre-wrapped logs. Mild and tangy. Available plain and flavored. Well known. Excellent beginner's chèvre.

### Morbier

**Category:** C

**Milk:** Cow

**Type:** Semisoft

**Origin:** France

PDO. Characterized by thin layer of ash in middle. Complex with pungent, pleasing and earthy aroma with overtones of fruit and nuts. Mild flavor.


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### 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 Munster 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 Roccaverano 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 1035 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  
Mature creamy, mellow Cheddar made in the highlands of Scotland.

### 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  
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 firm 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 County. Known for rounded, buttery flavor and fruity tang. Made from pasteurized milk.





### Parmigiano-Reggiano

**Category:** A  
**Milk:** Cow

**Type:** Grana  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**Origin:** Italy

From Umbrian region of Italy, a sheep milk cheese combined with truffles.

### Pecorino Toscano

**Category:** C  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Soft-ripened  
**Origin:** France

Made in Midi-Pyrénées region. Whitish, yellowish disk covered with bloomy rind. Ivory colored soft paste. Aroma of ewe milk. Velvety, smooth like very thick cream.

### Petit-Suisse

**Category:** D  
**Milk:** Cow

**Type:** Soft  
**Origin:** France

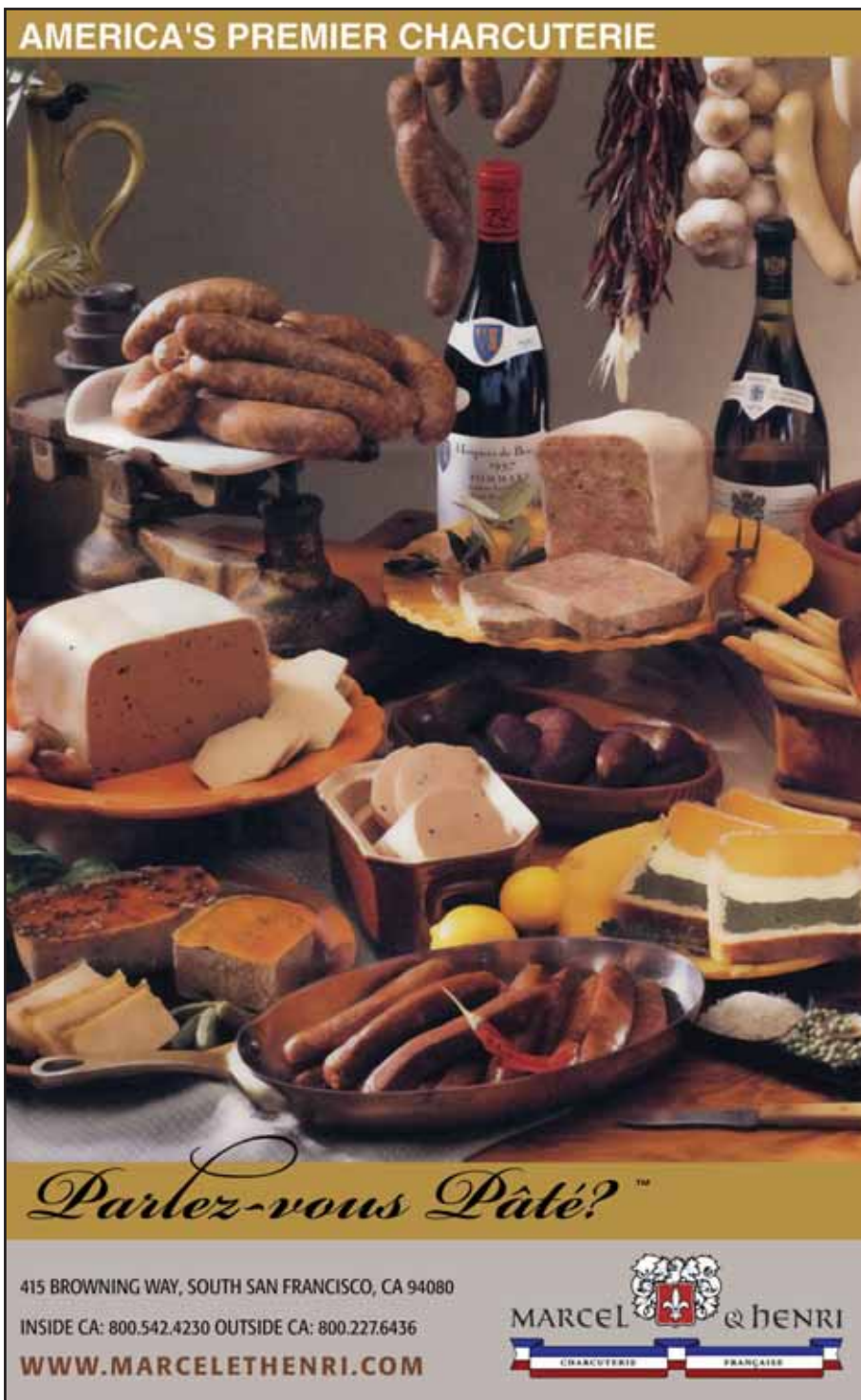
Small fresh cheese with pudding-like consistency. Should be sweet, fresh and slightly tart. Fat content ranges from 60 to 75 percent.

### Piave

**Category:** C  
**Milk:** Cow

**Type:** Firm/Hard  
**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.



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### Picón Bejes-Treviso

**Category:** D  
**Milk:** Cow, Sheep, Goat

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Soft-ripened  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Semisoft  
**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  
**Milk:** Cow

**Type:** Washed Rind  
**Origin:** France

Trappist or monastery-style cheese. Mild, creamy and butter-like. Originally made by Trappist monks in Entrammes. Name was sold to large factory producer in Lorraine.

### Provolone

**Category:** A  
**Milk:** Cow

**Type:** Pasta Filata  
**Origin:** Italy

PDO. Specialty cheeses bear almost no resemblance to dairy case varieties. When young, very mild, supple and white in color with a spicy overtone. With age, aromatic and yellower with small fissures or cracks; flavor gets more pronounced and spicy with a salty bite. After 18 months, very assertive. Domestic versions range from blah to outstanding.

### Quark

**Category:** C  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Pasta Filata  
**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  
**Milk:** Cow

**Type:** Fresh  
**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.

### Quesucos de Liébana

**Category:** D  
**Milk:** Cow, Sheep, Goat

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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





### Red Leicester

**Category:** B  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Sheep, Goat

**Type:** Fresh  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**Origin:** Italy

Rindless, firm but tender whey cheese. Pure white interior and nutty, milky flavor. Very dense. Domestic versions sometimes made with cow milk.

### Ridder

**Category:** C  
**Milk:** Cow

**Type:** Firm/Hard  
**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 Bosina

**Category:** D  
**Milk:** Cow, Sheep

**Type:** Soft  
**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.

### Robiola Castagna

**Category:** D  
**Milk:** Goat

**Type:** Soft  
**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  
**Milk:** Cow, Sheep, Goat

**Type:** Fresh  
**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  
**Milk:** Cow

**Type:** Blue  
**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.

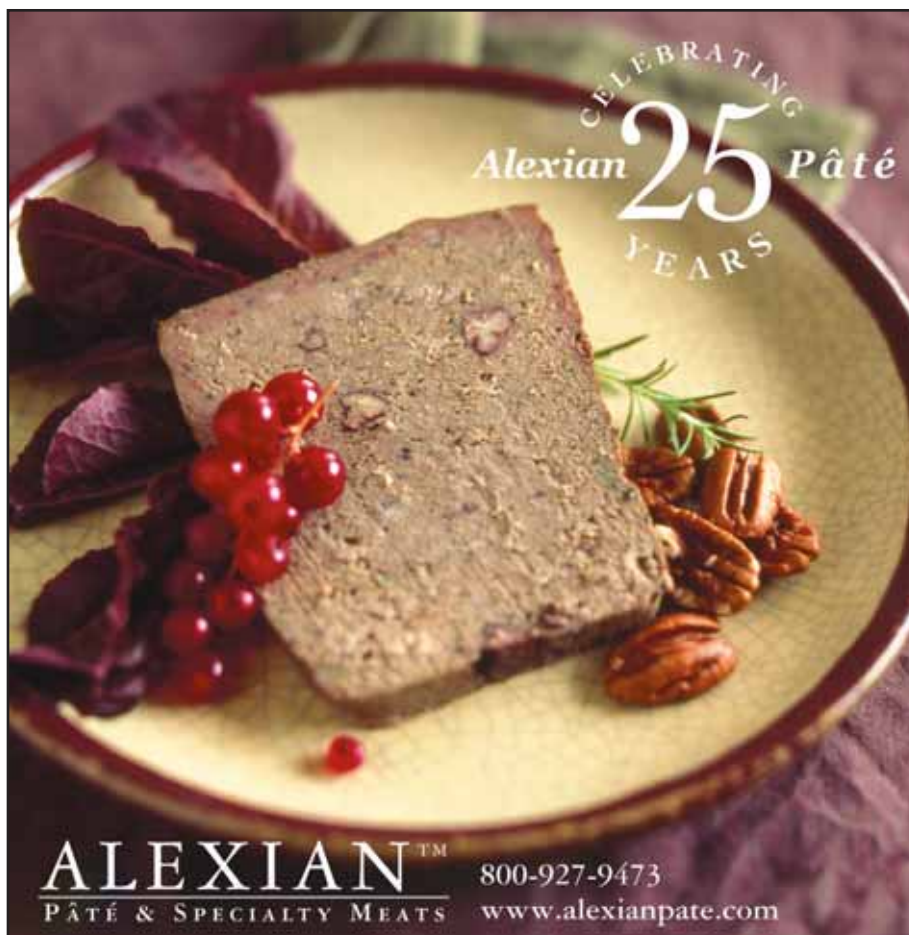



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### Roncal

**Category:** C  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Goat, Cow

**Type:** Soft-ripened  
**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  
**Milk:** Cow

**Type:** Semisoft  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Sheep

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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  
**Milk:** Cow

**Type:** Pasta Filata  
**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 Afumicata is smoked version. Excellent domestic versions are available.

### Selles sur Cher

**Category:** D  
**Milk:** Goat

**Type:** Soft-ripened  
**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  
**Milk:** Sheep

**Type:** Semisoft  
**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  
**Milk:** Sheep

**Type:** Semisoft  
**Origin:** Portugal

PDO. Handmade aged wheel from Beira region that inspired Azeitão. Similar to Spain's La Serena. Beige, pinkish rind, cream-colored paste with smooth, buttery consistency. Raw milk coagulated with cardoon. Rich, sweet, sheep milk flavor.

### Shropshire Blue

**Category:** C  
**Milk:** Cow

**Type:** Blue  
**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  
**Milk:** Cow

**Type:** Firm/Hard  
**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

**Milk:** Goat, Cow

**Type:** Fresh

**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

**Milk:** Cow

**Type:** Soft-ripened

**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

**Milk:** Cow

**Type:** Soft-ripened

**Origin:** Ireland

Hexagonal Camembert-style cheese handmade made on Carrigbyrne Farm in County Wexford. White rind. Very mild when young but develops clean, aromatic flavor when older.

### St. Tola Crottin

**Category:** D

**Milk:** Goat

**Type:** Fresh

**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

**Milk:** Goat

**Type:** Fresh

**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

**Milk:** Cow

**Type:** Blue

**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

**Milk:** Cow

**Type:** Pasta Filata

**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

**Milk:** Cow

**Type:** Firm/Hard

**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

**Milk:** Cow

**Type:** Washed Rind

**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.

### Teleme

**Category:** B

**Milk:** Cow

**Type:** Soft-ripened

**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.



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### Tête-de-Moine

**Category:** D

**Milk:** Cow

**Type:** Firm/Hard

**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

**Milk:** Cow

**Type:** Semisoft

**Origin:** Spain

PDO. Tetilla translates to "nipple." Traditional-ly 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

**Milk:** Cow

**Type:** Semisoft

**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

**Milk:** Cow

**Type:** Firm/Hard

**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

**Milk:** cow

**Type:** Firm/Hard

**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



**Milk:** Goat

**Type:** Fresh

**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 north-eastern Italy. Free-range goats eat neither silage nor fodders.

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### Tomme de Savoie

**Category:** D

**Milk:** Cow

**Type:** Firm/Hard

**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.

### Tomme des Pyrénées

**Category:** D

**Milk:** Cow

**Type:** Firm/Hard

**Origin:** France

PGI. Mild, buttery-flavor, aged about three months, manufactured since 12th century in St. Girons region.

### Torta del Casar

**Category:** D

**Milk:** Sheep

**Type:** Semisoft

**Origin:** Spain

PDO. Spectacular Extremadura cheese similar to La Serena. Flat, fragile-rinded 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.

### Ubrriaco

**Category:** C

**Milk:** Cow

**Type:** Firm/Hard

**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 and type of wine must used for curing. Typically, name of the wine follows Ubrriaco.

### Ubrriaco al Recioto Gambellara

**Category:** D

**Milk:** Cow

**Type:** Firm/Hard

**Origin:** Italy

Underneath layer of sweet wine and aromatic grape must, extra aged (minimum 12 months) stravecchio Monte Veroneses d'Allevio PDO made with partially skimmed raw cow milk. Prestigious white wine known for amazing sweet round body. Cheese has trace of piquant acidity; influence of sweet wine gives intense delicate taste with hints of apricot and hazelnut and touch of caramel and cherries.

### Ubrriaco al Torcolato di Breganza

**Category:** C

**Milk:** Cow

**Type:** Firm/Hard

**Origin:** Italy

Asiago d'Allevio 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.

## 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 Mozzarella, Parmigiano-Reggiano and Provolone set with rosemary or Italian herb crackers, artichoke hearts, pepperoncini, 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 "pepper-head" 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 34° 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 fruited mustard with Black Forest ham, Provolone and peppadews 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-Clinto

**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 Venteto. 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.

### Urgellia

**Category:** D **Type:** Semisoft  
**Milk:** Cow **Origin:** Spain  
 PDO. Queso de l'Alt Urgell y la Cerdanya. Soft cheese produced from whole pasteurized milk. Creamy texture and buttery taste. From Lleid and Girona in Catalanian Pyrénées. Use in light dishes.

### 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  
**Milk:** Goat **Origin:** France  
 PDO. Natural light-brown rind. Small pyramids about 3 1/4 inches high. Ashed versions available. Texture ranges from soft to firm depending on age. White interior. Flavor also varies with age. Highly prized aged versions too strong for most palates.

### 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.



PHOTO COURTESY OF ANCO FINE CHEESE



# 2008 American Cheese Guide

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](http://www.cheesesociety.org).

**By Karen Silverston**

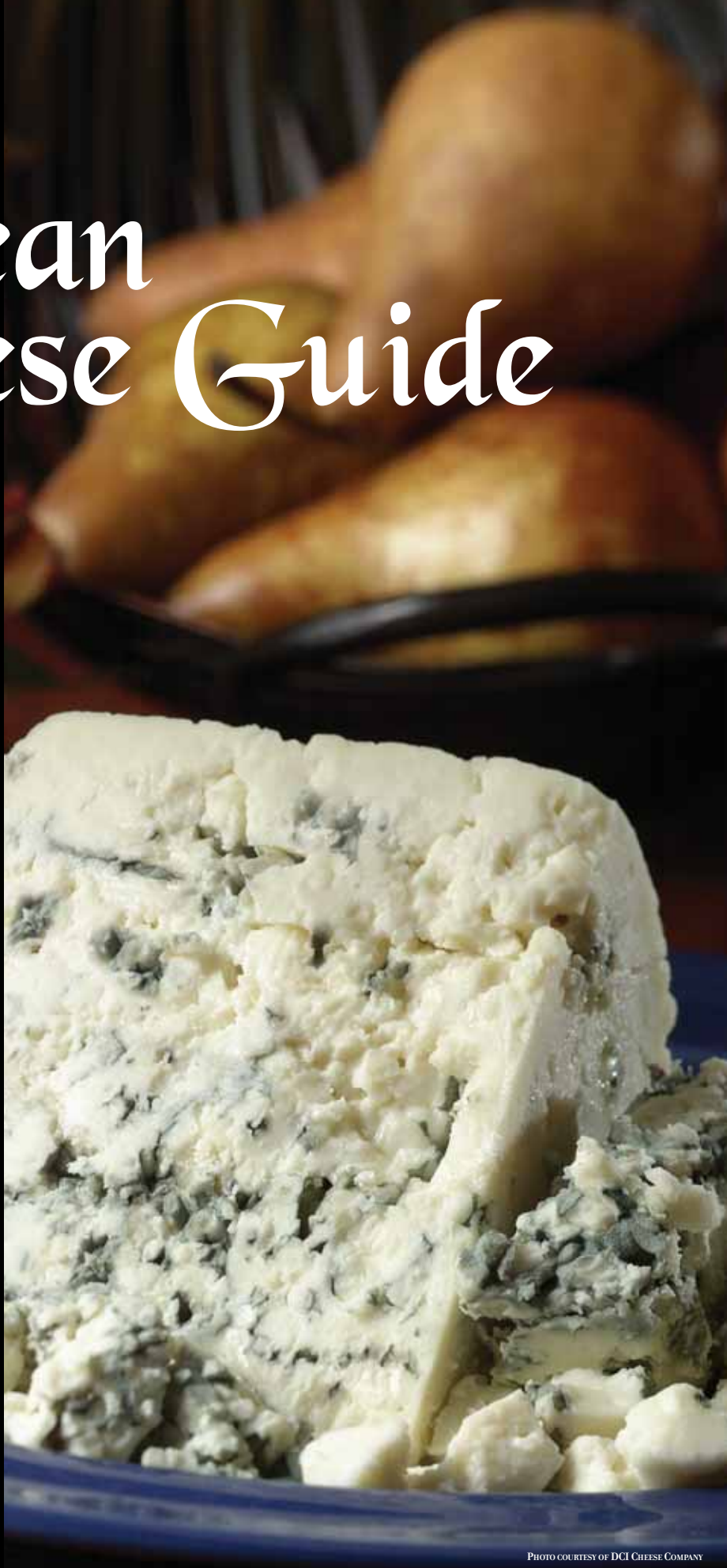


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PHOTO COURTESY OF GREEN MOUNTAIN BLUE CHEESE



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### Achadinha Cheese Company

*Petaluma, CA*

Goat milk. Handmade aged and semi-hard. Capricious — Best of Show, 2002 ACS. **Cheeses:** Broncha, Capricious, Feta

### Alto Dairy Cooperative

*Waupun, WI*

Cow milk. Farmer-owned dairy cooperative. Seasonally produced Black Creek brand Pasture-Grazed Cheddar. **Cheeses:** Cheddar, Colby, Muenster, 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:** Chèvre, Roasted Garlic and Chive Chèvre, Spiced Pepper Chèvre, Sun-Dried Tomato Chèvre, Perigord Black Truffle Chèvre, Feta, Ricotta

### Andante Dairy

*Petaluma, CA*

Cow, goat and mixed milk. Handmade, fresh, soft-ripened and triple crème. **Cheeses:** Nocturne, Pico, 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' Cheese, Jersey Gem, Idaho White Cheddar, Idaho Pepper Cheddar, Ballard's Idaho Danish Pearl, Idaho Garlic Herb Cheese Curds

### 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, Muenster 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*

Cow milk. Semi-hard wheels handcrafted from local milk. Cheddar, Parmesan, Dry Jack, smoked and flavored. **Cheeses:** Promontory, Aggiano, Uintah Jack, Emigrant, Barely Buzzed, Apple Walnut Smoked, Smoked Habanero Cheddar, Rosemary Cheddar, Full Moon Raw Milk Cheddar, Squeaky Bee Curds

### Belfiore Cheese Company

*Berkeley, CA*

Cow milk. Artisanal fresh Italian- and Eastern European-style cheeses. **Cheeses:** Fresh Mozzarella, Traditional Mozzarella, Farmer's Cheese, Feta, Smoked Mozzarella

### BelGioioso Cheese, Inc.

*Denmark, 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, Italico, Peperoncino, Kasseri, Crescenza-Stracchino, Burrata

### Belle Chèvre

*(Fromagerie Belle Chèvre)*

*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*

Cow and sheep milk. Traditional and original artisan cheese made from pasteurized and raw milk. San Andreas — Gold Medal, 2006 World Cheese Awards. Carmody — Bronze Medal, 2006 World Cheese Awards. **Cheeses:** Crème Fraiche, Fromage Blanc, San Andreas, Pepato, Carmody, Crescenza

### Bittersweet Plantation Dairy

*Gonzales, LA*

Cow and goat milk. Artisanal fresh, soft-ripened, triple cream and aged cheeses. **Cheeses:** Fleur-de-Lis, Fleur-de-Teché, Evangeline, Gabriel, Feliciana Nevat, Holy Cow, Kashkaval, 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-uusto, Fayette Creamery Little Darling, Avondale Truckle, Argylshire and Pendarvis

### Bubalus Bubalis Mozzarella

*Gardena, 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, Provoletta, 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, Scamorze, Caciocavallo, Burrini, Smoked Mozzarella, Fresh Basket Cheeses, Queso Blanco

### Cantaré Foods, Inc.

San Diego, CA

Cow milk. Traditional Italian varieties. 2007 World Cheese Awards: Silver, Fresh Mozzarella Ovoline, Bronze for Fresh Mozzarella Bocconcini. 2006 World Cheese Awards: Silver Medal for Bocconcini. **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, Curds, Yogurt

### Capriole, Inc.

Greenville, IN

Goat milk. Handmade French-inspired and original cheeses, fresh and soft-ripened. Aged raw milk cheeses. **Cheeses:** O'Banon, Piper's Pyramid, Wabash Cannonball, Sofia, Old Kentucky Tomme, Mont St. Francis, Juliana, Logs, Rounds

### Carr Valley Cheese Company

La Valle, VT

Cow, goat, sheep, mixed milk. Varied ages and styles of Cheddars, originals and classics. Five 2006 and 2007 World Cheese Awards. Gran Canaria — Best of Show 2004 ACS. **Cheeses:** Mobay, Cocoa Cardona, Show White Goat Cheddar, Cave-Aged Mammoth Cheddar, Billy Blue, Benedictine, Menage, Marisa

### 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 Salvadorenna

### 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, Butterkäse, 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 Cone/Pyramid/Brick, Caraway Rounds, Triple Cream

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### 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, VT

Cow milk. Handcrafted Farmstead Classics line. 2007 World Cheese Awards: bronze—washed-rind. 2006 World Cheese Awards: silver and bronze. **Cheeses:** Les Frères, Petit Frère, Mascarpone, Fresh Mozzarella, Farmer's Rope String Cheese

### Crowley Cheese, Inc.

Mount Holly, VT

Cow milk. Raw milk recipe dates back to 1824. Handmade in factory since 1882. Similar to Colby. **Cheeses:** Crowley, aged 6–12 months plus

### Cypress Grove Chèvre

Arcata, CA

Goat milk. Fresh, soft-ripened and aged artisanal cheeses. Humboldt Fog—2007 World Cheese Award: Gold Medal Humboldt Fog soft-ripened, Silver Bronze for Pee Wee Pyramid. Outstanding Product Line Finalist 2006 NASFT. **Cheeses:** Humboldt Fog, Fog Lights, Bermuda Triangle, Mad River Roll, Pee Wee Pyramid, Mt. McKinley, Purple Haze

### 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, VT

Cow milk. Artisan. Sole 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 Crik Chèvre, Grisdale Goat. **Cheeses:** Black Creek Chèvre, Grisdale Goat, Domineos, Guapier, Wynoochee River Blue, Old Apple Tree Tomme, Valentina, Vineyard Tomme, Red Darla, Weebles, Montesano, Caldwell Crik Chèvre, 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 chèvre. 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, Horsefeathers, 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.)

Chesterville, 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

Cow, goat milk. Jersey Maid label made from Jersey cow milk. Goat Rising label made from Nubian goat milk. **Cheeses:** Cow: Reblochon, Jersey Cheddar, Ricotta, Mountain Cheese with Garlic and Basil, Renaissance, Camembert, Gruyère. Goat: Nubian Smoked Cheddar, Chèvre, Mont Blanc, St. Gerome, Chevrotin, Nubian Brie

### 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-pound wheels from unhomogenized 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

Higgate Center, VT

Cow milk. Handmade farmstead blue, washed-rind, and tomme. Aged 60–90 days, made from unpasteurized milk. Blue available year-round. **Cheeses:** Boucher Blue, Gore-Dawn-Zola, Brother Laurent, Madison, Tomme Collins

### 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

Goat, cow milk. Fresh chèvre logs. Aged Gouda-style wheels, goat, cow, mixed milk and flavored. Farmstead, available year-round. **Cheeses:** Fresh Chèvre Log (Plain, Herb, Lemon Pepper, Garlic Chive, Olive Pimento, Cranberry Pecan Cinnamon), Calvaria, Legacy, Brimstone, Methuselah, Duet

### Hendricks Farms & Dairy, LLC

Telford, PA

Raw cow and goat milk. Handmade aged, soft-ripened, washed-rind and natural-rind hard cheese and blocks. **Cheeses:** Cow: Cow Pie, Blue Beard, Pub Cheddar, Cheddar Blue, Telford Reserve, Bavarian Swiss. Goat: Cabriejo, Blue Bells. Blended: Asiagoat

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## Henning's Wisconsin Cheese

Kiel, WI

Cow milk. Cheddars, Jacks, farmer's cheese. Mammoths up to 12,000 pounds. Colby — Second Place, 2006 WCMA World Championship Cheese Contest. **Cheeses:** Colby, Jack, Cheddar, Mammoth Cheddar

## Hillman Farm

Colrain, MA

Raw goat milk. Aged, farmstead cheeses. Lottie Garriss — 2005 World Cheese Awards Gold Medal. **Cheeses:** Harvest Wheel, Lottie Garriss, Hilltown Wheel

## 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 foenegreek, 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, Redmondo, 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, Cumin, 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 Cheese 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, Chabis (plain, herb, dill, pepper), Logs, Crottin, Taupiniere, Cabecou, Tomme

## Leelanau Cheese Company

Suttons Bay, MI

Cow milk. Handmade Raclette, traditional, aged, and flavored versions. Green Peppercorn — Silver Medal, 2006 World Cheese Awards. Raclette — Bronze Medal, 2006 World Cheese Awards. 2007 ACS Best in Show. **Cheeses:** Raclette

## 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

Sheep and cow 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 1910. 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

Jersey cow and goat milk. World Cheese Awards: 2007 Gold: Marin French Gold, Bronze: Triple Crème Brie and Pesto Brie; 2005 Gold: Triple Crème Brie; 2006 Gold: Le Petit Déjeuner; 2006 Bronze: Marin French Chèvre and La Petite Crème. **Cheeses:** Triple Crème Brie, Camembert, Le Petit Bleu, Yellow Buck Chèvre, La Petite Crème, Marin French Blue, Rouge et Noir.

## 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

Cow milk from Wisconsin's Driftless region. Cheddar, Monterey Jack, Colby, Colby-Jack, flavored Monterey Jacks and Cheddars, organic cheese. **Cheeses:** Monterey Jack, Colby, Cheddar, Roasted Red Pepper Jack, Ranch Jack, Chipotle Jack, Wild Morel & Leek Jack, Horseradish Cheddar, Chipotle Cheddar

### Meyenberg Goat Milk Products

Turlock, CA

Goat milk. Goat milk producer since 1934. Began producing cheese in 2005. Milk for the cheese is sourced in California. Kosher certified. **Cheeses:** Jack, Smoked Jack, Aged Cheddar, Jack with Garlic and Chive, Jack with Jalapeño

### Montchèvre-Betin, Inc.

Belmont, VT

Goat milk (Wisconsin and Iowa). French-style fresh and aged specialty cheeses. **Cheeses:** Fresh Chèvre Log with Fig & Peppadew, Mini-Cabrie, Bucheron, Feta, Chèvre in Blue, La Chevrilotte, Goat Milk Cheddar, Le Cabrie, Darsonval, Chabis, Crottin, Cabecou, Sainte Maure, La Chevroline

### 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 ColoRouge, MouCo Blu

### Mozzarella Company

Dallas, TX

Cow and goat milk. Fresh and aged Italian cheese varieties, original cheeses with Mexican and Southwestern regional influences. **Cheeses:** Blanca Bianca, Hoja Santa Goat Cheese, Montasio Festivo, Queso Blanco with Chiles and Epazote, Caciocavallo, Deep Ellum 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, Greek Style Feta, Pasteurized Cheddar Style, No-Salt Cheddar Style

### Mt. Townsend Creamery

Pt. Townsend, WA

Cow milk. Handmade French-inspired soft-ripened and tomme cheese. Milk sourced from Olympic Peninsula dairy farmers. **Cheeses:** Trailhead, Cirrus, Seastack

### 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 Cryovac — Bronze Medal. **Cheeses:** Fresh Mozzarella (Bocconcini, Ovaline, Ciliegine, Ball, Log, Perlini, Perles, Medallions, Marinated), Mascarpone, Ricotta (Whey, Traditional, Whole Milk)

### Neighboring Farms of Vermont

Randolph Center, VT

Cow milk. Organic farmstead cheese. **Cheeses:** Neighboring Farms of Vermont Organic Farmstead Raw Milk Cheddar, Sage Cheddar, Garlic Cheddar, Tomato Basil Cheddar, Green Onion Cheddar, Colby, Monterey Jack, Jalapeño Monterey Jack, Feta

### 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.

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### 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. Remy Picot line of European-style and original specialty cheese. **Cheeses:** Brie, Party Brie, Camembert, Carre St. Joseph, Smoked Gouda, Gouda, Fontina, Edam, Picotina

### 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 Farge, WI

Cow milk. Traditional European varieties, including mild and sharp Cheddar, raw and pasteurized. Organic Valley Raw Sharp Cheddar — Bronze Medal, 2005 World Cheese Awards.

**Cheeses:** Colby, Monterey Jack, Raw Sharp Cheddar, Swiss

### Park Cheese Company

Fond du Lac, WI

Cow milk. Artisanal Italian-style Casaro line of cheeses. **Cheeses:** Provolone, Asiago, Fontina, Romano, Parmesan, Pepato, Kasserli, Italian Sharp

### 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

Cashon, WI

Cow, goat milk. Cheddars, Jack, Colby Jack, Muenster available in cow milk and goat milk versions. Pasture Pride and Natural Valley brands. **Cheeses:** Cow: Pepper Jack, Juusto (Plain, Jalapeño, Chipotle), Lemonweir Gold, Knapp Valley. Goat: Feta, Lindina, Petenwell Reserve, Redstone Robust, Smoked Alpine, Gouvarti. Cow Goat mixed: Cowbilly

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### Pedrozo Dairy & Cheese Co.

Orland, CA

Raw Cow milk. Aged 20-pound wheels. Certified organic pastures. **Cheeses:** Northern Gold, Black Butte Reserve, Raw Milk Gouda-Style, Tipsy Cow, Mt. Lassen

### 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)

### Pineland Farms Creamery

New Gloucester, ME

Cow milk. Farmstead Cheddars — various ages, Monterey Jack, curd, plain and flavored, and Feta. Available year-round. **Cheeses:** Onion and Garlic Jack, Salsa Jack, Monterey Jack, Smoked Jack, Cheddar, Smoked Cheddar, Cheddar Curd, Onion and Garlic Curd, Feta

### 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

### 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:** Camellia, Crottin, Bucheret, Raw Milk Feta, Chèvre

### Rising Sun Farms

Phoenix, OR

Cow milk. 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, Lite Pesto Dried Tomato, Chocolate Mocha, Cranberry Orange

### Rivers Edge Chèvre

Logsdon, 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

### Rogue Creamery

Central Point, OR

Cow and goat milk. Line of six artisan blue cheeses. 2007 World Cheese Awards: Silver Medals for Oregon Blue and Crater Lake. 2006 NASFT Best Product Line. Crater Lake Blue — Bronze Medal, 2006 World Cheese Awards. **Cheeses:** Rogue River Blue, Smokey Blue, Oregon Blue, Crater Lake Blue, Oregonzola, Echo Mountain Blue, Extra Sharp Cheddar, Raw Milk Sharp Cheddar, Rosemary Cheddar

### Rollingstone Chèvre

Parma, 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 Agé, Chèvre in Grapeleaf, Idaho Goatster

### 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 Rofumo, Lace Kase.

### Rumiano Cheese Co.

Crescent 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, Habanero Pepper Jack

### 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

### Sankow's Beaver Brook Farm

Lyme, CT

Sheep, cow milk. Fresh and aged farmstead sheep milk and Jersey cow milk cheeses. **Cheeses:** Sheep: Pleasant Valley, Shepherd, Farmstead, Fresh Summer Savory, Fresh Cracked Peppercorn, Ricotta, Feta, Yogurt. Cow: Nehantic Abbey, Pleasant Cow, Camembert, Feta.

### Sartori Foods

Plymouth, WI

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

### Seymour Dairy Products, Inc.

Seymour, WI

Cow milk. Blue-veined cheeses. Several styles, ages. Made from original recipes based on European blue cheeses. Ader Kase — Bronze Medal, 2007 World Cheese Awards. **Cheeses:** Ader Kase, Ader Kase Reserve, Blue Crest, Green Crest, Crocker Hills Organic Blue Cheese

### Shelburne Farms

Shelburne, VT

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

### Shepherd's Way Farms

Nerstrand, MN

Sheep milk. Handmade farmstead cheeses, fresh, aged, and blue-veined wheels. **Cheeses:** Big Woods Blue, Friesago, Shepherd's Hope (Original and Herb/Garlic), Ricotta

### 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

### 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, Crème Fraiche, Yogurt

### Smith's Country Cheese, Inc.

Winchendon, MA

Cow milk. Farmstead cheese. Plain, aged, smoked and flavored varieties. **Cheeses:** Gouda, Cheddar, Havarti, Sundried Tomato and Basil Gouda, Cumin Gouda

### Specialty Cheese Company, Inc.

Reeseville, WI

Cow milk. Indian, Hispanic/Caribbean, and Middle Eastern varieties made from Wisconsin milk: Bharatma, LaVacaRica, Rich Cow brands. **Cheeses:** Paneer, Queso Blanco, Panela, Queso Para Freir, Queso Fresco, Queso Quesadilla, Asadero, Queso Jalapeño, Queso Media Luna, Cotija, Anejo Enchilado, Duroblando, Ackawi, Naboulsi, Basket Cheese, Jibneh Arabieh, Kenafa

### Sprout Creek Farm

Poughkeepsie, NY

Cow, goat milk. European-inspired, original mold-ripened firm farmstead cheeses. Aged raw-milk cheese. Seasonal fresh chèvre. **Cheeses:** Cow: Toussaint, Ouray, Barat, Eden, Ricotta, Batch 35; Goat: Fresh, Sophie

### 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

### Sweet Grass Dairy

Thomasville, GA

Cow and goat milk. Handmade fresh, soft-ripened, semi-soft 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, Myrtlewood

### Sweetwater Valley Farm

Philadelphia, TN

Cow milk. 6th generation family farm. **Cheeses:** Tennessee Aged Yellow Cheddar, Mountain White Cheddar, Flavored Cheddar (Italian Pesto, Jalapeño, Roasted Garlic Pepper, Tomato Herb, Garden Blend, Adobo, Fiery Fiesta, Black Pepper), Volunteer Jack, Buttermilk, Colby

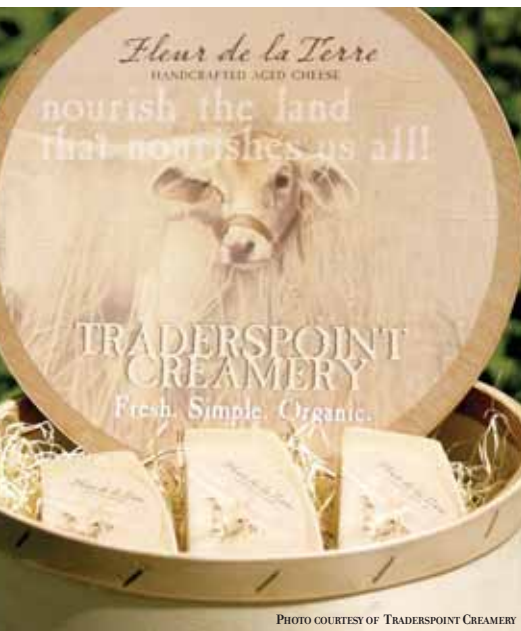


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### Taylor Farm

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

Raw organic Jersey cow milk. Artisanal aged cheese made in the style of the Savoie region of the French Alps. **Cheeses:** Tarentaise

### 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

Unpasteurized cow milk. Farmer-owned dairy cooperative. Cheddar aged a minimum of 60 days.

**Cheeses:** Tillamook Medium Cheddar, Tillamook Sharp Cheddar, Tillamook Special Reserve Extra Sharp Cheddar, Tillamook Vintage White Extra Sharp Cheddar, Tillamook Vintage White Medium Cheddar, Smoked Black Pepper White Cheddar, Garlic Chili Pepper Cheddar

### 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

Unpasteurized cow milk. Alpine Beaufort-inspired. Aged four to 12 months. Silver Medal, 2006 World Cheese Awards. ACS Best of Show 2005 and 2001. **Cheeses:** Pleasant Ridge Reserve

### Veldhuizen 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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### Vella Cheese Company, Inc.

*Sonoma, CA*

Cow milk. Bear Flag brand Monterey Jack, Italian-style and Cheddar cheeses. **Cheeses:** Mezzo Secco, Original High Moisture Jack, Special Select Dry Monterey Jack, Dry Monterey Jack

### Vermont Butter and Cheese

*Webster, VT*

Cow and goat milk. Fresh European-style cow's milk specialty 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

*Putney, 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*

Goat and cow milk. Handcrafted Capri line includes fresh, surface-ripened, blue, external blue, flavored and aged cheeses. Hubbardston Blue — ACS Best of Show in 1993. Bluebonnet — ACS Best of Show 1996. **Cheeses:** Hubbardston Blue, Classic Blue Log, White Buck, Hubbardston Blue Cow

### 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*

Jersey cow milk, sheep milk. Certified organic pastures and production facilities. Traditional European varieties and Perrydale.

**Cheeses:** Brindisi, Farmstead Gouda, Perrydale, Farmstead Fontina, Creamy Havarti, Cumin Gouda, Eola Jack

### Willow Hill Farm

*Milton, VT*

Sheep and cow milk. Original recipes, cave-aged, seasonal availability. Alderbrook — Gold Medal, 2006 World Cheese Awards. Vermont Brebis — Silver Medal, 2006 World Cheese Awards.

**Cheeses:** Mountain Tomme, Summer Tomme, Alderbrook, Vermont Brebis

### Winchester Cheese Company

*Winchester, CA*

Raw, hormone-free Friesen 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. Montfort brand artisan blue cheeses, Cheddars. **Cheeses:** Montfort Blue, Montfort 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*

Goat milk. Producer since 1983. Kosher. **Cheeses:** Madame Chèvre, Elite, Crottin, Brie, Mozzarella, Feta, Gouda, Cheddar, Chevreai, Gourmet Goat

### Yancey's Fancy

*Corfu, NY*

Cow milk. Handmade classics, flavored specialty cheese. **Cheeses:** Cheddar (Sharp, Extra, XXX-tra, Jalapeño Peppadew, Champagne, Buffalo Wing, Roasted Garlic, Horseradish, Habanero Jalapeño, Fire Roasted Tomato, Strawberry Chardonnay), XX Sharp Ol' Timer, Bergenost, Smoked Gouda, Gouda, Fresh Cheddar Cheese Curds

### York Hill Farm

*New Sharon, ME*

Goat milk. Fresh and aged farmstead cheese, established 1984. **Cheeses:** Fresh Chèvre, Chèvre Roll Dill and Garlic, Chèvre Roll Black Peppercorn and Garlic, Chèvre Roll Green Peppercorn and Nutmeg, Capriano

### Zingerman's Creamery

*Ann Arbor, MI*

Cow and goat milk. Handmade fresh and soft-ripened cheeses, some evoking traditional French varieties. **Cheeses:** Cow: Zingerman's Cream Cheese, Bridgewater, Manchester, Argyle, Liptauer. Goat: Detroit St. Brick, Lincoln Log, Little Dragon, City Goat, Aged Chelsea, Little Napoleon, Goat Cream Cheese



# Natural Deli Meats

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

BY BARBARA ROBISON

**T**he 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 label-

ing 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 nitrites as added ingredients, according to USDA. “These ingredients have been added to meats for flavor and shelf-life preservation,” Moore explains. “It



PHOTO COURTESY OF VOLPI FOODS, INC.

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 nitrites 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 vege-

tarian 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-





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Mfg. UPC	Item #	Product Description	Pk/Cs	Cs#	Cs/Pallet	Ti/Hi	Case Dimensions
842275077000	40770	Southern Style Mashed Sweet Potatoes	10/24oz	15	104	13 x 8	13.625 x 9.0 x 9.75
842275078007	40780	Homestyle Mashed Potatoes	10/24oz	15	104	13 x 8	13.625 x 9.0 x 9.75
842275070605	40706	ALL Natural Mashed Sweet Potatoes	10/24oz	15	104	13 x 8	13.625 x 9.0 x 9.75
842275073507	40735	Gourmet Twice Baked Potatoes -4/ 5oz	12/20oz	15	80	10 x 8	15.875 x 10.688 x 9.688
842275071107	40711	Twice Baked Potatoes (2/5oz) Sour Cream and Cheddar	8/10oz	5	168	12 x 14	11.375 x 11.75 x 6.0
842275070704	40707	DELI - Southern Style Mashed Sweet Potatoes	8/24oz	12	156	13 x 12	13.313 x 8.688 x 6.125
842275078205	30782	DELI - Homestyle Mashed Potatoes	8/24oz	12	156	13 x 12	13.313 x 8.688 x 6.125
842275077208	30772	DELI - Garlic Mashed Potatoes	8/24oz	12	156	13 x 12	13.313 x 8.688 x 6.125
842275076201	30762	DELI - Butter & Herb Mashed Potatoes	8/24oz	12	156	13 x 12	13.313 x 8.688 x 6.125
842275074405	40744	DELI - All Natural Mashed Sweet Potatoes	8/24oz	12	156	13 x 12	13.313 x 8.688 x 6.125
842275074207	40742	DELI -GAA Twice Baked Potatoes (2/5oz) S/C Cheddar	8/10oz	5	168	12 x 14	11.375 x 11.75 x 6.0

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### 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. **DB**

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# Viva Italy!

Learning about the background of imported Italian deli products spurs effective marketing and increased profits.

BY LISA WHITE

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-



PHOTO COURTESY OF LEWIS & NEALE, INC.

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 Bertozzi 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.

Norba 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 Asiago 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, Marche, 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, sopressata, hams, salt pork and lard, which is used as a substitute for olive oil. Cheese is fundamental in southern diets. 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, sopressata, luganiga, zampone 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 goose, goat, boar, chamois and turkey.

Principe's Minardi estimates 90 percent of supermarket chains are unfamiliar with Italian specialty meats. "More are becoming aware of prosciutto but not the entire line.



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 more 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 Cheese, Inc., Long Island City, NY. "We are seeing increasing popularity in cheeses from the North and are currently looking at



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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 suc-

cess 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

## 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 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**



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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 Perugia. A black truf-

fle, 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 truf-

fles 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



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## Truffles — A Gourmet's Ultimate Treasure

BY CAROL BAREUTHER, RD

**T**ruffles. Just say the word and gourmets swoon. It's not just the heavenly fragrance and flavor of these warty, subterranean fungi that can lead to a foodie's near faint — it's also the price. Fresh truffles sell for \$150 per ounce or more, depending on type and quality.

Considering this, you can imagine my surprise last summer, seeing baskets upon baskets filled with summer truffles and stacked three feet high during a private tour of the Spoleto, Italy-based world headquarters of Urbani Truffles USA, LTD, a fourth-generation family-owned company that controls 65 percent of the world's truffles.

Fresh truffles are available year-round but only certain types are available at any one time, notes Luca Bertozzi, vice president of marketing for Management Resources of America (MRA), Inc., the Norwalk, CT-based U.S. marketer of Urbani truffles. "The popularity of these products is strongly driven by the time of the year. White truffles are the best known variety in the United States, however, black truffles are the most popular because there is greater availability of both fresh and preserved black truffle products."

Fresh white truffles are available from September through December; bianchetto or "little white" truffles come in March. Black winter truffles are harvested in January and February, and black summer truffles from April through August.

Urbani has a network of more 18,000 cavatori — truffle hunters — who search for and source out truffles in Italy, France, Spain and parts of Croatia. In addition, the company works with more than 400 collectors who go door to door to pick up 3- to 5-ounce truffles and deliver them to Urbani.

"The best way to merchandise fresh truffles is to display them as if they were just picked off the ground," advises Bertozzi. "One way to do this is to have them displayed in a basket."

Some supermarkets offer customers special seasonal sales on fresh truffles. In early November, Byerly's stores in Edina and St. Louis Park, MN, promoted fresh white and black truffles from Italy for a limited 2-day sale. Byerly's, which is owned by Edina, MN-based Lund Food Holdings, Inc., also carries truffle products such as white truffle oil and black truffle butter year-round. The upscale retailer sold the truffles in .03-pound increments — about the weight of one truffle — according to market price on the day of sale. During the sale, Peter Kuhr, the chain's corporate chef, was available for questions about truffles, their unique flavor and their many uses.

"The most popular preserved truffle products are truffle oil, truffle butter and truffle sauce, because these products are the most versatile for use," Bertozzi explains. "In the deli, it's worthwhile to cross-merchandise fresh truffles with fresh pasta

and preserved truffle products, such as condiments."

Urbani's truffle oil, made from white or black truffles, is available in 1-, 2-, 8- and 16-ounce bottles. The company uses a proprietary process that utilizes the natural characteristics of fresh truffles in its oils and other preserved truffle products. Truffle oil cross-merchandises best with pasta, rice, meats and fresh fish.

Urbani's black truffle butter and white truffle butter products are available in a 1-pound log, 3-ounce container and special-order 8-ounce container. Fresh breads, rice, pastas and fine steaks are all perfect for cross-merchandising.

Black and white truffle sauces are sold in a variety of sizes from 1¼- to 27-ounce jars. They can be used over pasta, grilled meat, classic roast beef and grilled or poached fish.

Other preserved truffle products available include truffle purée, whole truffles preserved in natural juices and salt water, truffle carpaccio, truffle cream, truffle-flavored flour, truffle tortellini and truffle chocolates made with real truffles.

As well as being a global Mecca for fresh truffles, Urbani's Italian headquarters is home to an inventory of preserved truffle products housed in a vast high-security underground storage area. The underground labyrinth is so perfumed with the aroma of truffles that it sticks to your clothes for hours after a visit.

New truffle uses and products are on the horizon. In 2006, Urbani opened the Academia del Tartufo, a state-of-the-art test kitchen at the company's Italian headquarters, dedicated to inspiring chefs and other culinary professionals to use truffles. To celebrate the opening of the Academia, the company created the first annual Urbani Truffles Academy Grant program in 2007. The chef winners will embark on a week-long culinary think-tank venture that includes a tour of the Urbani facilities, a day of truffle hunting, a lesson in the truffle supply process and a lesson in cooking with truffles led by Academia chefs. A list of winners will be announced in January 2008.

"The goal of the Urbani grant program is to showcase the versatility and incredible magnetism of truffles, how they enhance a meal and menu, stir up emotions amongst customers and positively impact a restaurant's or retailer's profitability," Bertozzi relates.

**DB**



PHOTO COURTESY OF DEAN L. BARNES

of the firm's wholesale operation, the prize-winning sweet nut butter originates in Bronte, Sicily. The company also produces olives stuffed with either sun-dried tomatoes or garlic as well as anchovies rolled around

sun-dried tomatoes packed in olive oil.

"For customers to make the move from a mediocre brand to the real thing, they need to taste the difference," Lewis & Neale's Lowenberg says. "These products are for

those who recognize the superiority of the traditional regional products of Italy. Without an understanding of where they come from, the market for Italian products in this country would not exist."

**DB**



# Salami And Cured Meat: Renaissance With An Ethnic Flair

Effectively merchandise a range of salami and cured meats as high-end unique products.

BY BOB JOHNSON

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 Dukcevic, 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 Cummins, 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 been 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 Dukceovich 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," Dukceovich 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

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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 Dukceovich. "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 Yaborough.

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," Dukceovich 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." **DB**



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## 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 Supplement 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 and what nutrient values it should use as a basis for the DVs 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](http://www.cfsan.fda.gov/~lrd/fr071102.html)

## Edible Coatings Of Whey Help Keep Pathogens Off Meats

12.nov.07

Science Daily

[www.sciencedaily.com/releases/2007/11/071109214121.htm](http://www.sciencedaily.com/releases/2007/11/071109214121.htm)

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* O157: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* O157: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



**M**artin Mitchell, technical director of the Refrigerated Foods Association (RFA) and managing director of Certified Laboratories compiles TechNews.

The information has been compiled from press releases, news articles and government announcements and policy clarifications. Additional information may be obtained by contacting RFA by phone at 770-452-0660 or online at [www.refrigeratedfoods.org](http://www.refrigeratedfoods.org).

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

[www.ift.org/news\\_bin/news/newsFrames.php?aname=1193092029](http://www.ift.org/news_bin/news/newsFrames.php?aname=1193092029)

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](http://www.fda.gov/OHRMS/DOCKETS/98fr/05p-0450-nhc0001.pdf)



# There's No Place Like You For The Holidays



By  
**David Grotenstein**  
*Merchandising manager, Union Market, Brooklyn NY, and chairman of judging and competition, The American Cheese Society, Louisville, KY*

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 holiday throngs 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.

Should I run a Tuscan promotion? A Scandinavian promotion? A regional promotion of Napa Valley wines and cheeses? A gastro-tour of the Iberian Peninsula? Gastro pub-inspired pairings of new-wave comfort foods? A gastro-intestinal bypass of America's heartland?

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 they can't wait to serve to their guests or devour themselves.

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 showing off. "It's from a 10th generation family farm on the western edge of the Carpathians, they milk their herd of 22

Brown Norwegian Cows only between 5 and 6:15 AM, it's wrapped in hand-woven burlap and aged on freshly-hewn red beech planks for 18 to 24 months. . . ." 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. Feel it. 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

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.

They taste. Most of the time, because it is what it is, they love it. Often, they buy it. If they still find it too expensive, you've still shared a taste of the good life and shown a generous spirit. If they don't care for it, you've allayed their worst fear: spending a lot of money on something they didn't want in the first place. In each scenario, those customers will feel good about shopping with you and likely feel safer asking for help the next time they want to step up in class.

So, what to do this season? Dress up as yourself for Christmas/Chanukah/New Year's and remind your loyal, hungry customers why they walked in in the first place. **DB**

You can mount any merchandising extravaganza you choose, so long as it reflects who you are and is executed well.

# Blast From The Past

I

n 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](mailto:DeliBusiness@phoenixmedianet.com). For more information contact us at (561)994-1118

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Atlanta Foods International.....	23	115	Cheese.....	404-688-1315	404-223-6637
BelGioioso Cheese, Inc.....	7, 57	100	Cheese.....	877-863-2123	920-863-8791
Busseto Foods.....	70	110	Salami.....	800-628-2633	209-957-9570
Chloe Foods, Inc.....	11	131	Deli Salads.....	718-827-9000	718-547-0052
Ciao Ltd.....	20	122	Fantina Cheese.....	315-475-0475	315-475-0557
Comte Cheese Association.....	26	112	Cheese.....	212-947-5655	212-689-0989
ConAgra Deli Group.....	2	107	Deli Meats.....	800-766-7783	770-232-4419
Conroy Foods.....	15	133	Condiments.....	800-317-8316	412-781-1409
Costanzo's Bakery, Inc.....	18	136	Breads.....	716-656-9093	716-656-9218
Creta Farm.....	61	126	Deli Meats.....	866-942-7382	
DCI Cheese Company.....	51	135	Cheese.....	800-782-0741	920-387-2194
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Fiorucci Foods, Inc.....	9	105	Roasted Ham.....	800-524-7775	804-520-2681
Food Match, Inc.....	37	129	Organic Olives.....	800-350-3411	212-334-5042
Great American Appetizers, Inc.....	61	138	Potatoes.....	800-282-4834	208-465-5059
Laura Chenel's Chevre, Inc.....	53	125	Cheese.....	707-996-4477	707-996-1816
Madrone Mountain Vineyards.....	41	114	Dessert Wines.....	541-899-9642	541-899-5962
Marcel et Henri.....	39	104	Pates.....	800-227-6436	650-871-5948
MDS Foods, Inc.....	49	134	Amish Cheese.....	330-833-8358	330-833-1252
Meyenberg Goat Milk Products.....	43	106	Goat Cheese.....	209-667-2019	209-668-4753
Michigan Turkey Producers Co-op Incorporated.....	60	137	Turkey.....	616-245-2221	616-475-4192
Monthevre-Betin, Inc.....	44	118	Goat Cheese.....	310-544-0450	310-541-3760
Nuovo Pasta Productions, Ltd.....	5	103	Pasta.....	800-803-0033	203-380-4091
Piller Sausages & Delicatessens Ltd.....	71	116	Deli Meats.....	800-265-2628	519-743-7111
Plainville Farms.....	62	117	Deli Meats.....	800-724-0206	315-638-0659
Redondo Iglesias USA.....	75	132	Serrano Ham.....	718-729-2763	718-937-3250
Rogue Creamery.....	54	127	Cheese.....	541-665-1155	541-665-1133
Roth Kase.....	56	108	Cheese.....	888-KASE-USA	608-328-2120
Rubschlager Baking Corporation.....	62	128	Bakery.....	773-826-1245	773-826-6619
Saputo Cheese USA, Inc.....	29	102	Italian Cheese.....	800-824-3373	847-267-0224
Savello USA, Inc./Carozzi.....	35	119	Italian Cheese.....	570-822-9743	570-822-6622
Savello USA, Inc./Leoncini.....	65	123	Italian Deli Meats.....	570-822-9743	570-822-6622
Savello USA, Inc./Pruotto.....	67	121	Piedmont Produce.....	570-822-9743	570-822-6622
Savello USA, Inc./Recla.....	66	120	Recla Speck.....	570-822-4558	570-822-6622
Smithfield Deli Group.....	13	113	Deli Meats.....	800-444-5226	757-357-1606
Tillamook County Creamery Association.....	33	109	Cheese.....	800-899-1931	503-842-4481
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