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LE PETITE DÉJEUNER WINS BEST USA CHEESE

Marin French Cheese Company, Petaluma, CA, was awarded the Best USA Cheese Trophy for Le Petite Déjeuner at the World Cheese Awards, the Olympics for cheesemakers, held in Las Palmas, Gran Canaria, this past October. One hundred and fifty international judges sorted through 2,500 entries from 32 countries. Four of the last five years' American Cheese Society Best of Show winners plus 50 other premier U.S. cheese makers brought 320 award winning cheeses to this year's international stage.

Le Petite Déjeuner is a velvety, fresh cultured cheese first produced in 2002. It's a creamier cousin of Breakfast Cheese, which has been handmade at Marin for 145 years.

As the annual U.S. consumption of cheese continues to climb with the maturing of the market for artisan special cheese, consumers may discover what the rest of the cheese-consuming world already knows: Cheese is also great for breakfast (petite déjeuner in French).

COMING NEXT ISSUE IN FEB/MAR 2010

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Consumer Research

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Asian Foods
Packaging

PREPARED FOODS
Barbecue

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Roast Beef
Salami

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Pizza
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Food Bars

CHEESES
Cheddars
Dutch Cheeses



COMING IN APR/MAY 2010

An update on how current economic conditions are affecting retail deli operations.

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www.atlantafoods.com

by Jim Prevor, Editor-in-Chief

Good Food Desired In Bad Times

Though 2009 may go down in history as a year with a deep recession, the historic ramification for the retail deli/foodservice operation may be different. Yes, of course, 2009 has been a year of triumph for Wal-Mart, Aldi and other discount concepts, but the long-term implications of that are unclear.

Some posit that this particular recession, defined by massive losses on assets — especially home values and retirement plan losses — will create a “new consumer” who will be reminiscent of the old Depression-era cohort that was so conditioned by deprivation and fear of bankruptcy as to always strive to save rather than spend, to avoid luxury and to focus on essentials.

Obviously, a cohort of consumers so conditioned would, in fact, buy very differently than consumers conditioned during an age of prosperity but perhaps not in the way those who promulgate this theory expect. They imagine consumers avoiding prepared foods, luxury items, etc. Yet even if consumers developed a Depression-era mentality, as long as we are not actually in a depression, consumers would behave very differently than their Depression-influenced forbearers.

The primary reason for a shift would be the role of women in society. Although much of the shift to prepared food, takeout and restaurant dining has been portrayed as the fruit of prosperous society — a kind of indulgence that a wealthy civilization allows — it is actually more correct to see the utilization of these products and services as the price a family pays to enable Mom to work.

The economy may get better or worse, but the decline in the number of children a typical woman gives birth to, along with the rise in the age of marriage, the extended healthy life span and the control women have over their fertility due to “the pill” and other birth control devices, all combined with a general cultural shift in expectations, make it highly likely that women will continue to serve in the labor force in large numbers.

If women stay in the labor force, then everything from convenience foods to takeout becomes something akin to necessities, not luxuries that can be easily eliminated from the budget.

Besides, tight budgets often adjust in strange ways. If ostentation and extravagance are out, consumers may shift their entertainment patterns by having fewer restaurant meals and participating in fewer grand affairs. Yet the human urge to connect is strong and these “extravagances” are likely to be replaced by more at-home entertainment, such as dinner parties, barbecues and the like.

In this year of recession — depressing even if not a

depression — the specialty cheese category has been enjoying unprecedented attention. The American Cheese Society’s annual meeting in Austin this past August was a triumph, both in terms of number of attendees and number of cheeses entered into ACS’ prestigious competition. The media went cheese-crazy with a spate of attention, including the launch of DELI BUSINESS’ sister publication, CHEESE CONNOISSEUR, a hybrid trade and consumer publication now sold not only at fine cheese counters nationwide but also at major consumer magazine purchase venues such as Borders and Barnes & Noble.

Some of this may be escapism. Just as the Depression led consumers to the movies, so a recession-induced funk can be lifted by spending time with an upscale lifestyle publication built around an indulgence such as specialty cheese.

Yet it also speaks to a shift in the nature of the consumer. Just as the old World War I song asked, *How ‘Ya Gonna Keep ‘Em Down On The Farm (After They’ve Seen Paree)?* and in so doing raised the point that life experiences can be transformative, once consumers have traveled and sampled fine wines and fine cheeses, they just can’t go back to being ignorant of it all.

So not only do the “new consumers” want bargains and good value, but they also want the good prices on the high-quality products that they value.

This is the Costco formula and it is a pattern for success in the years to come.

It is said the economy is in a recovery mode, albeit slowly, but many good jobs have been permanently lost. But traveled, upscale epicureans who lose their job don’t suddenly lose their connection with fine food — and the sliver of cheese they eat is an inexpensive connection to the lifestyle they aspire to. In bad times that connection may be more important than ever. **DB**



James F. Prevor

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by Lee Smith, Publisher

The Return Of Cooking

Of all the mind-boggling trends to talk about, home cooking, especially cooking from scratch, generates the biggest “Huh?” The supermarket industry has spent the last three decades fighting the loss of share-of-stomach to restaurants as pundits predicted cooking was going to become nothing more than a chore and, for a few people, a hobby.

Difficult economic times have forced many people to examine their lives and determine what is really important. For many people, their lives are in crisis as unemployment rolls mount, mortgages are foreclosed, lines of credit are cancelled and investments plummet. Even people who have remained financially stable are acting much more conservatively.

The economy will get better but the questions are when will that happen and how long it will take to get back to where it was — and there is a good possibility the answer is a very long time. With the desire to conserve and economize, people have returned to cooking, family dinners and at-home entertaining. Restaurant visits are down and supermarket trips are up.

Cooking is easy for someone like me, who grew up in a home where, if you wanted to eat, someone had to cook. I learned to cook because I loved good food and saw cooking as an everyday activity, but today's young adults grew up in an atmosphere of frequent restaurant dining and where family get-togethers were either a treat or an imposition.

Many young people lack basic skills, but on a positive note the desire to cook seems to be growing. Witness the growth and popularity of TV cooking shows and culinary schools. The newest trend is culinary vacations and food-and-wine cruising where celebrity chefs and sommeliers teach cooking and wine-tasting classes.

The definition of home cooked has changed, too. Home-cooked and home cooking became difficult to describe as convenience foods became more prevalent and less expensive. With ready-made salads and mixes for everything from soups and entrées to pancakes and desserts, home cooking has been described as a combination of scratch cooking, mixing, assembling and heat-and-eat. Researchers seem to agree that tomorrow's home cooking will be a mixture of techniques. (In our next issue, February/March 2010, Sharon Olson will be releasing a new consumer research study about consumers' attitudes toward home cooking.)

In 1949, Betty Crocker introduced its cake mix. Just add water and bake. Perfect every time. But it wasn't an overnight success, and in 1953 the mix was reformulated, taking the powdered eggs out. The directions

were changed so the baker needed to add two fresh eggs. POW! It was more than successful and consumers later said the cake felt more genuine.

The same balance must be struck today. Very few customers are going to want to spend hours cooking each evening, but most seem to want to provide good, economical meals for their families. Regardless of how many people end up cooking from scratch (the least expensive option for a family) or buying fully cooked prepared meals, delis can be the winners.

And while the troubled economy may be the driver, it is not the only factor. Consumers are interested in more healthful foods. The number of recalls and food-borne illness outbreaks has people concerned and more information about how diet can help prevent many diseases and common problems associated with aging is available all the time.

A new company based in London is introducing a new product line called Scratch. Everything needed to produce a delicious home-cooked meal is included in one box. All ingredients, including fresh produce, have been washed, pre-cut and measured and a simple recipe is included. The promotional literature promises “Only three pots and thirty minutes.” Ten years ago, three pots and 30 minutes would have been suicide marketing.

Just a few years ago, DELI BUSINESS was reporting about the growth of meal assembly centers — places where customers could go to prepare a week's worth of meals at one time using an assembly-line process with prepped ingredients. Generally, they turned into flops. I didn't know why until my neighbor joined and asked me to go with her. The scheduling was inconvenient, but what turned me off was the cost. It was terribly expensive compared to making the same dishes at home and, quite frankly, there were too many low-quality ingredients. In other words, it tasted like budget frozen food.

Deli departments will continue to be a key department. Customers will be cooking more but looking for quality components. It may be a rotisserie chicken as a family entrée with fresh cooked vegetables as side dishes. Or it may be a home-cooked pot roast with prepared side dishes. The key is going to be education and a renewed emphasis on high-quality, but not necessarily expensive, foods. **DB**



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Labne.

A Mediterranean
delight...



Karoun's award-winning Labne [lab-nee] is a traditional Mediterranean spreadable yogurt cheese, originally made by draining whey from slightly salted yogurt. It has a distinctive tangy flavor with a thick & creamy texture. Its uses are many.

Drizzled with extra virgin olive oil and sprinkled with crushed hot red pepper and mint flakes, Labne can be served as a dip for pita chips or crackers. Mix in diced bell peppers, carrots and cucumbers and it will make a superb vegetable dip. Spread it on your favorite bagel or crusty bread for a delicious snack. Labne can be used to marinate meats and adds creaminess with a tart kick to soups.

Made with all natural rBST (growth hormone) free Real California Milk, Karoun's Labne is a healthy alternative to cream cheese and sour cream.



"Karoun Dairies" is a registered trademark of Karoun Dairies, Inc.

Announcements



EXPANDED FOODSERVICE AND RETAIL SERVICES

Kettle Cuisine, Chelsea, MA, has launched a number of product and service initiatives to better serve the foodservice and retail deli industries, including six new soup varieties and 10 lab test-approved gluten-free soups. It has grouped its product portfolio into 10 on-trend flavor and nutritional categories and is offering new support services and turnkey point-of-purchase solutions to help build loyalty, boost visit frequency and increase sales.

www.kettlecuisine.com



PLASTIC MATERIAL REDUCTION

InnoWare Plastic, Inc., Atlanta, GA, announces the launch of its microwavable Expressions 2-piece line of foodservice containers. The bases are made from Advanta, a proprietary polypropylene blend that uses up to 30 percent less plastic than standard polypropylene. The Advanta material maintains food serving temperatures longer. The clear polypropylene lids are vented to maintain quality and enhance the appearance of the food inside. Bases and lids are reusable, recyclable, and carry the #5 recycle mark.

www.innoware.com



RECIPE CARDS

The Comté Cheese Association, New York, NY, has released new 4x6-inch recipe cards: Green Bean & Mushroom Gratin with Comté and Fried Shallots; Easy Comté & Sweet Potato Soufflé; Comté, Cranberry & Apple Stuffing. Cards for Comté, Caramelized Onion & Tomato Tarts; Comté & Rice Salad with Chicken, Apples and Walnuts; and Comté & Prosciutto Skewer are also available. The recipe cards fit in any recipe book and are printed on sturdy card stock. There are also recipe cardholders for retailers to display the cards in minimal counter space.

www.comte-usa.com



FOOTBALL PROMOTION

Tyson Foods, Springdale, AR, has launched a web site featuring a weekly video blog by Roger Craig, former running back for the 49ers. Consumers have a chance to win over 200 instant prizes by logging in daily. They can also browse through Tyson's "Party Zone" for tips, tricks and ideas to make their parties more fun. Co-promotion partners King's Hawaiian and Reser's Fine Foods will participate in the online component as well, offering prizes and coupons. Promotional activity in retail delis began Dec. 1st.

www.tyson.com

New Products



FLATBREAD MELTS

Stefano Foods, Charlotte, NC, introduces 6.75-ounce Flatbread Melts — fully baked, packaged in black-based plastic clamshell, pre-labeled and shipped frozen for refrigerated deli merchandising. Available in four flavors: Southwest Beef — steak, peppers, Mozzarella, Provolone, Cheddar and onions; Chicken Broccoli — chicken breast, Ricotta, Mozzarella, Provolone, Cheddar, broccoli and bell pepper; Chicken Club — chicken breast, Swiss cheese, bacon and ham; and Three Meat Italian — ham, Provolone, Mozzarella, Italian sausage and pepperoni.

www.stefanofoods.com



PLANT-BASED GREENWARE CUPS

Fabri-Kal, Kalamazoo, MI, announces the newest addition to the Greenware family — a fresh new stock design. The attractive design available on the full line of Greenware cold drink cups and portion cups tells customers the deli is committed to making a difference. Greenware cold drink cups, portion cups and lids are made entirely from plants — not petroleum. Made in the U.S.A. from Ingeo biopolymer, the product line is 100 percent compostable in actively managed municipal or industrial facilities, where available.

www.f-k.com



ROASTED TURKEY GALANTINE

Fra' Mani Handcrafted Salumi, Berkeley, CA, has introduced Roasted Turkey Galantine made using both light and dark meat. It is slowly oven-roasted to retain juiciness, and seasoning is limited to salt and pepper. Gluten-free with no added MSG, nitrates, or nitrites, except for those occurring naturally in sea salt and celery juice. The sustainably farmed and range grown turkeys are never given antibiotics, growth enhancers or animal by-products, and are fed a wholesome, all-vegetarian diet of corn and soybeans milled on the ranch.

www.framani.com



HEAT-AND-SERVE ENTRÉE AND SIDE

Don's Food Products, Schwenksville, PA, is now offering two new meal-on-the-go solutions. Meatballs in Marinara Sauce (1-ounce meatballs in rich marinara sauce) and Broccoli Rabe (broccoli rabe combined with olive oil, garlic and Parmesan cheese) are aimed at satisfying the consumer trends toward convenience and food preparation. They deliver quality and taste while fulfilling the consumers' need for convenience.

www.donssalads.com

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

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Serving size: 2 oz (56g)	
Amount per serving	
Calories 150	% Daily Value*
Total Fat 9g	18%
Sat Fat 2.5g	10%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 1290mg	54%
Total Carb. 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 19g	
Vitamin A 0%	
Vitamin C 0%	
Calcium 0%	
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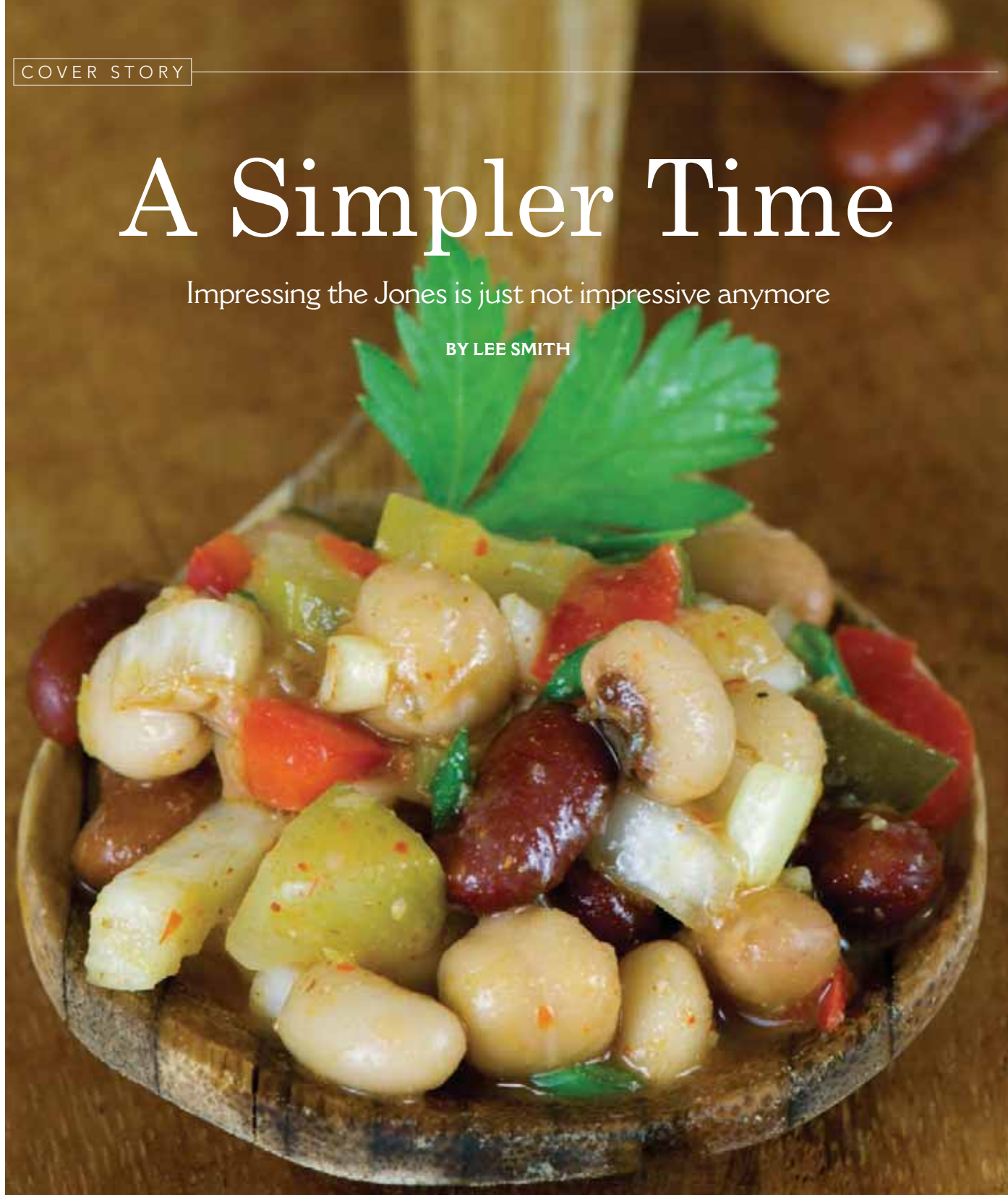
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www.redondoiglesias.com

A Simpler Time

Impressing the Jones is just not impressive anymore

BY LEE SMITH



Simple, delicious and at-home trends are ringing in the New Year. Foods that reflect heritage, provide warmth and comfort, and offer relief from day-to-day stress are taking over the pantry and refrigerators of the always-searching-for-something-new set. Simple ingredient labels that reflect natural ingredients and good-for-you-benefits are proving comforting. At a basic level, people are looking to simplify. They're looking for ways to reduce the cost of living, and one of those is reducing the cost of food. They're seeking old-fashioned pleasures, such as getting together with friends and family. Impressing the Jones is just not impressive anymore.



*Bringing Pizzeria Quality
to the Supermarket Deli*



NEW!
**14" Family
Size**



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Each authentic 16" and Family Sized 14" pizza is topped, boxed and ready for refrigerated display. Packaging was designed to encourage impulse sales. Each flavor is packed in a color keyed box, showcasing the pizza inside through a cutout window. And for an in-store made look, our 12" product is overwrapped and ready for retail with application of a scale label.

As the #2 Refrigerated Handheld (non-breakfast) brand in the US (IRI, 52 weeks ending 3/2/09) – let Stefano's brand name recognition build sales for you with pizza and our entire line of Heat and Eat Italian items – Calzones, Stromboli, Panini and our world famous Suprimo.

*Impressive appearance, great taste and exceptional value....that's how Stefano's brings
pizzeria quality to the Supermarket Deli.*

Because American is a melting pot of ethnic backgrounds, many foods once seen as ethnic are now mainstream, reflecting many years of cultural mingling. Popular ethnic foods are often peasant foods that were made with relatively inexpensive ingredients and usually high in starches as well as flavor.

At Blue Ridge Farms, a Brooklyn, NY-based maker of side dishes, CEO Mark Kleinman sees the definition of comfort foods widening. "A trend we're now seeing is that what we traditionally thought of as authentic ethnic dishes are gaining broader appeal. Traditional foods from Hispanic, Jewish, and Italian origins are seen as comfort foods for a widening variety of consumers because of their familiarity and ability to evoke childhood memories."

For first time in years, getting the newest technological gadget is no longer a necessity but a luxury. Skills such as cooking a turkey or making gravy or pancakes from scratch are coveted. The economy has forced many families to reflect on what's important and, in turn, many people have found the simple pleasures of the past are really quite attractive, especially family meals and eating at home. That doesn't mean that everyone — or even anyone — has become a retro junkie. Instead, being a foodie is very in; it's being a food snob that's out.

Family Dining

At the core of family dining is the decision about what to cook and when. For many people, family dining is now an everyday event, but scratch cooking remains problematic. Consumers used to dining out and eating professional chef-prepared dinners often have severely limited skills when it comes to creating culinary wonders. In response, some retailers are offering reasonably priced but high-quality alternatives.

Chef Paul Bertolli, who served as executive chef at Chez Panisse and Oliveto in Berkeley, CA, and is the co-founder of Fra'-Mani Handcrafted Salumi, has developed a new line of fresh-prepared meal entrées and sides co-branded and sold at Costco.

"Our partnership with Costco is ideal for tough times," explains Bertolli. "Tough economic times have shrunk food spending. People who have the time are cooking at home. People who don't have the time or inclination to cook have radically escalated sales in the entrée cases at Costco. Inspired food at a reasonable price is of great value to those who have scaled back their spending on restaurants and forsaken discretionary food pleasures. They're still looking for the kind of things I could make in a restaurant but at a more affordable price point."



Bertolli feels that family-centered meals are a growing deli segment. "I don't think of them as HMRs. I just think of them as good meals. These are meals that allow families to eat together while giving parents time to help kids with homework, or meals for the elderly who may not be able to cook for themselves anymore."

Simplicity

This may be the overriding trend for 2010. Simple can be delicious yet very sophisticated. People are looking for fewer complications. They're interested in foods they can make at home and prepared foods that are delicious but understandable, such as natural foods with only a few ingredients on the label. Eating at home is definitely in, but cooking at home is not always practical.

"No one has the time to cook everything from scratch," says Jim Daskaleas, vice president of product development for No. Kansas City, MO-based Walkers Foods Products. He believes the growing variety of deli side dishes reflects not only the increased popularity of staples such as rotisserie chicken but also side-dish use to accompany entrées prepared at home. Deli sides are being used to round out home-cooked comfort foods such as pot roasts, briskets, pulled pork and other crock-pot meals.

"Now is the time to reach out to customers because the deli includes the type of items people would prepare at home if they had the time, and in most cases they're better than what consumers could make themselves. They need a selection of side dishes that can easily be picked up and rotated for variety, such as potato wedges, mashed potatoes, Cheddar bakes and cole slaw," continues Daskaleas.

A common misconception is that simple

must equate with common — but nothing could be further than the truth. Simple also means sophisticated but with ease of preparation or traditional foods with unique, high-quality ingredients that can be prepared by average home cooks. Elegant is often simple to the point of austerity.

Prosciutto is an excellent example of a very simple product — it's made with only salt and pork — yet it is one of the most desirable of cured meats. While prosciutto di Parma and San Daniele are still the most recognizable and most popular, American producers are producing very high-quality products that cost less than these Italian imports. In addition, other less expensive imported prosciuttos and dry-cured meats are successfully entering the market.

Specialty cheese sales, especially American specialty cheeses, are also still holding their own. Whether consumers are deciding to support American companies or looking for lower cost alternatives to expensive European imports, fine American-produced foods are very hot.

Comfort With A French Twist

A new promotional effort by Cheeses of France aims to teach home cooks how to incorporate imported cheeses into familiar comfort foods. *Cooking with Fromage: Comfort Cuisines*, was launched by The Cheeses of France Marketing Council, Portland, ME, and the Culinary Institute of America (CIA). It features a collection of easy-to-prepare, tempting recipes using French Cheeses and puts a creative twist on standard American recipes, all geared to be home-cook friendly.

"Awareness of the varieties and availability of French cheeses in America is spreading, but the Comfort Cuisines recipes we've developed will illustrate what a difference

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actually cooking with fromage at meal time can make to the final dish,” notes Scott Samuel, CIA chef instructor. “Cheeses from France serve as the essential ingredient in our new Comfort Cuisine recipes because they add a lot of rich, unique flavors that really enhance the meal.”

The Comfort Cuisines project was developed to address the growing focus on “comfort, value and simplicity” that The Cheeses of France board sees as summing up the culinary scene. It wants consumers to see its imported cheeses not as upscale, exotic, or sophisticated ingredients, but rather it seeks to teach consumers how to incorporate these French comfort foods into familiar American dishes.

“We want to promote cooking with fromage and get people excited about using the cheeses of France, with their unique taste, aromas, textures and variety to transform their regular comfort food dishes into some-

thing special,” says Mike Collins, marketing director for Cheeses of France. “We took everyday comfort foods like macaroni and cheese, grilled cheese sandwiches, potatoes au gratin, casseroles and mini pizza and went to the Culinary Institute of America and talked to them about how to choose the right cheeses and put twists on these regular everyday comfort foods and turn them into Comfort Cuisine.”

Contemporary Finishes

Today’s trends may be shaped by current technology, but they’re more honest than trends of years past. Transparency is in. Social networking sites such as Facebook, Twitter and YouTube can turn little secrets into big scandals or overnight sensations. In less than 24 hours, a minor car accident turned into Tiger Woods’ worst nightmare sending his career skidding off track and his marriage down the tubes. On the positive side, a plump, dowdy, middle-aged woman from Scotland became an overnight

singing celebrity with a YouTube video and television appearance. With over 120 million views, Susan Boyle’s video was the most popular on YouTube in 2009; the second place runner-up had about 33 million views. Now Boyle’s first album is breaking worldwide records and is Amazon’s No. 1-selling CD. As of this writing, it has sold over 1.8 million copies.

Social media outlets have become significant change-makers. Insignificant events can tumble out of control or have over-the-top success. The successful retailer is going to be investing in social media in ways that are more relevant than ever before. Digital applications and web-based communications will be more than just a fast way to get lunch specials out. They will be a way to send — and receive — information. The biggest change is information feeding is no longer one-way communication, and feedback — both good and bad — can be public before

the target even reads it.

Cost Down, Quality Up

Cutting food costs is mandatory for many families these days, and for those who have secure incomes, it’s about being in touch with today’s lifestyle changes. But cutting costs doesn’t mean cutting back on quality. It means cutting back on restaurant trips and eating at home more. It means family meals and brown bag lunches, all of which bring opportunities to the deli department and supermarkets, in general.

Some of the trends gaining momentum include:

- Vegetarian foods for meat lovers: Cutting back on the center-of-the-plate protein is an excellent way to reduce weekly food bills. It may be as simple as serving cheese ravioli or quiche or placing more emphasis on fruit and vegetables.

- Sausages and Salami: This is not a return to cheap cold cuts made with filler and lots of salt. Today’s products are excellent, ethnic and often luxury, but they still cost less than whole muscle meat cold cuts or steak dinners. High-quality salami is a great snack or the basis for a light meal, and luxury sausages are replacing hot dogs as an affordable yet delicious adult meal.

- Under \$10: Ten seems to be the magic number. A less-than-\$10 cheese plate, cut-fruit platter or family-size meal is affordable for everyday eating, even if the portion size is slightly smaller.

- Fried Chicken: Yup, it isn’t viewed as healthful, but it is viewed as affordably delicious, and fast-food restaurants have long taken the lead in the meal deal. What’s new is naked fried chicken. Much like a deep fried turkey, it’s less oily than traditional fried, moister than baked and eliminates the high-calorie, breaded coating.

- Increased shopping trips: Consumer counts are up and shopping-basket sizes down. More trips mean more opportunities for take-out foods and grab-and-go purchases. Consumers are buying only what they need as they look to reduce waste. Custom is back in style as are full-service deli counters.

- Mediterranean: Still as hot as ever and maybe more so as whole-grain, bean and legume salads are picking up steam. Made with contemporary high-flavor profiles (Cedar’s roasted corn and edamame, or chick pea with cranberry salad, for example), these new products are enticing new customers with their freshness and health benefits. Olives remain so trendy they should be called a staple necessity. Either way, Mediterranean foods satisfy consumers’ desire for affordable, high-quality, contemporary flavors that make meal planning easy.

DB

Creating An Olive Showcase

Time-tested merchandising techniques can boost the sales potential of deli olives

BY LISA WHITE

With their practically endless uses, olives can be used as an appetizer, a snack or an ingredient in entrées, salads and sandwiches, and despite years of growth, olives continue to show sales potential.

With this versatility, it isn't surprising that fresh olive sales in supermarket delis exceeded \$1.44 billion in the 52 weeks ending Sept. 27, 2009, according to FreshLook Marketing LLC, a research firm based in Hoffman Estates, IL.

Olive bars are increasingly popular as a means of showcasing the depth and breadth of the selection. Fortunately for retailers, the return on investment more than makes up for the price of the fixture and maintenance requirements. "We encourage retailers to add olive bars to their delis," says Anthony DiPietro, vice president of George E. DeLallo Co., Jeannette, PA. The company, which also sells olives in deli cups packed with oil or brine, recommends allocating dedicated space for pre-packed product. "Refrigerated gondola display units need to be in a deli planogram because they're a good complement to the olive bar."

"In the past five years, Americans have become much more knowledgeable and sophisticated about olives," says Alice Toomanian, executive vice president of Nicola International, an olive supplier based in Sun Valley, CA.

Imported Mediterranean tree-ripened olives and olives stuffed with garlic, jalapeños and blue cheese, among other fillings, are gaining market share. Popular imported olives include Kalamata from Greece, Manzanilla from Spain, Niçoise and Picholine from France and Liguria, Ponentine, Gaeta and Gugano from Italy.

G. L. Mezzetta, an olive importer based in Vallejo, CA, has seen increasing interest in Castelvetrano olives from Sicily. "These have become extremely popular, because they're



PHOTO COURTESY OF DELALLO

The Newest Must-Have Olive

The Castelvetro olive has become one of the hottest new foods of the year. Its bright green color is so vivid it looks as if it's been artificially colored, but that's not the case. In fact, some people say the brighter the green, the better the Castelvetro. The olive is large, the pit small and the texture meaty with a mild, slightly salty and buttery profile.

The actual cultivar is Nocellara del Belice, a protected denomination of ori-

gin (PDO) olive grown in and around the city of Castelvetro in Sicily. They're harvested earlier than many other olives, and a unique process that uses a mild brine cure known as the Castelvetro process helps the olive to retain its youthful, bright, fruity color and mild buttery taste.

The perfect snacking olive, Castelvetros go with just about any accompaniment but are exceptional paired with Mozzarella and Burrata. **DB**

unique," notes Brian Herbert, national sales manager, foodservice and deli. Castelvetros are bright green (the product of a unique curing process known as the Castelvetro method), meaty and buttery — and they're taking the olive-buying public by storm. They're showing up on restaurant tables all over the country and can be positioned as a hot new item. Perhaps this is why Mezzetta has seen a significant uptick in olive sales in the West and Pacific Northwest — two regions that are often at the epicenter of food trends.

"Pairing olives with spices and ingredients helps create something unique," according to Mary Caldwell, marketing director of New York, NY-based FoodMatch.

Unlike the sale of canned product in the grocery aisles, profiting from fresh imported olives in deli departments is not only dependent on selection but also on how these items are merchandised.

Bars Vs. Pre-packs

Retailers can create an olive program in a number of different ways. Service-case programs serviced by deli staff merchandise olives in bulk. Cold-case programs merchandise olives in sealed deli cups or pre-pack cups created on site. Olive bars, which have become increasingly popular, offer merchandise in bulk for self-service by consumers.

One reason for the popularity of olive bars is they can generate high-profit margins, according to Mezzetta's Herbert.

Another benefit of olive bars is enhanced merchandising appeal, which many claim helps to increase profits in the category. This merchandising set-up also allows customers to buy different olive varieties in the quantities they want. Bars typically include eight to 10 olive types.

"Free-standing olive bars that look enticing and authentic can help increase visibility and excitement for these products," says

Patty Echeverria, marketing manager, Castella Imports, Hauppauge, NY. The olive selection should reflect the market demand, which varies according to the store's region and demographic. "We recommend stocking new olive bars with best-selling items, such as pitted Kalamata, along with whole and green stuffed olives. Then olive blends can be added to make the bar more colorful and inviting."

Stores that commit to olive bar programs must train deli personnel on proper handling procedures in addition to regularly restocking and cleaning the units. "Staff members also need to know about the importance of brine, the authentic and traditional curing medium for olives," Caldwell relates. The brine keeps olives properly hydrated, which is key to retaining their texture, flavor and appearance. "Well hydrated products stay fresh and last longer. The bottom line is that olives

merchandised in brine look better so they sell better." She also recommends rotating olive varieties regularly to entice consumers.

Some consumers buy olives from bars and some buy only pre-packs. "Just as there are consumers who buy from the service deli and those who buy pre-packaged deli meat, olive purchases are a matter of preference, not just convenience," explains DeLallo's DiPietro.

Although pre-packed olives are not as visible as olive bars, they remain a popular deli merchandising method. "Pre-packs are a solid way of selling these products," Herbert says, even if some of his customers that switched from olive bars to pre-packs saw a sales drop-off.

Selling pre-packs can be made more effective with appealing signage and a consistent display. "Stand-alone racks can help increase visibility and merchandising appeal, while consistent signage draws in consumers," according to Echeverria.

In addition, simple grab-and-go containers portray a value image that can attract budget-conscious shoppers to pre-packed olive displays. When placed near olive bars, pre-packs also convey freshness.

Merchandising And Educating

Because of olives' versatility, the cross-merchandising possibilities are unlimited. Situating olive bars by cheese displays is effective, as is including antipasto items, such as roasted red peppers and artichokes, in the olive bar. "Cross-merchandising olives with Mediterranean salads, pickled vegetables, tapenade and marinated cucumbers has



Castelvetro olives are the hottest olive on the dining scene today.

PHOTO COURTESY OF G.L. MEZZETTA

become more popular," notes Nicola International's Toomanian.

When choosing complementary products to merchandise alongside olives, it's best to consider flavors, textures, culinary themes and regions. "Featured products and active sampling are the best ways to encourage consumers to try these items," FoodMatch's Caldwell says. "An educated deli staff can engage shoppers, inform them about featured olives, suggest appropriate pairing and usages as well as answer questions that can impact the buying decision."

To help educate retailers so they can, in turn, educate consumers, FoodMatch will help train deli personnel on its olive varieties; Mezzetta provides point-of-sale material and an olive-pairing book to educate deli department staffers.

"We provide tags with nutritional information and photos of the olives so they can be easily identified," relates Castella's Echeverria. The company also provides a logistics team that will help maintain olive bars, restock product and provide signage. "We work one-on-one with deli managers, which

helps take some of the pressure off of the retailer," she adds.

DeLallo creates retailer merchandising and marketing programs that help educate consumers on olive uses. "We execute planograms with best-selling and prominent items, but we also introduce new and seasonal olive varieties during different times of the year," DiPietro explains. The company's web site also provides detailed information on olives, including production, pairing and recipe ideas.

Recently, DeLallo created an Olive of the Month program that provides recipes, point-of-sale material for consumers and merchandising ideas. "This is designed as a complement to retailers' olive programs," DiPietro says.

Whether merchandising olives in a bar, pre-packed or in bulk behind the service counter, visibility is important. By including signage, point-of-sale material, variety and complementary items adjacent to the olive section, supermarkets can position their delis as a go-to place for this increasingly popular fruit. **DB**

Popular Olive Varieties

Gaeta: An Italian black olive with a rich, bold flavor; cured in dry salt and rubbed with oil

Kalamata: A Greek almond-shaped black olive; brine-cured with a fruity, rich flavor

Manzanillo or Manzanilla: Spanish green olive, pitted and sometimes stuffed; firm texture and tangy flavor

Niçoise: A small, firm and fragrant French black olive with a nutty taste

Picholine: French green olive also grown in Morocco and California; nutty, salty flavor; cured in salt brine; typically preserved with citric acid

Sevillano or Gordal: From Spain (Sevilla region) and California; light, fruity flavor; cured in salt brine **DB**

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Ah, Prosciutto!

Any way you slice it, prosciutto is in demand

BY ANNA WOLFE

Domestic producers and importers of prosciutto agree that an increased awareness of dry-cured ham is leading to more sales in the deli department.

Part of what's driving the sales, says Mike Grazier, president of Busseto Foods Inc. in Fresno, CA, is an "increased awareness of prosciutto" — something he and others attribute to the popularity of TV Food Network, consumers' travel abroad and general exposure to more ethnic foods. To capitalize on that increased awareness, Busseto will expand its line of prosciutto products and roll out new logo and packaging in the middle of 2010.

Alberto Minardi, general manager of Principe Food USA, Long Beach, CA, notes, "The awareness of prosciutto has grown tremendously." Yet at the same time, some consumers are trading down at the deli case because of the recession. Principe imports three grades of DOP (Denominazione di Origine Protetta or Protected Designation of Origin in English) prosciutto di San Daniele: San Daniele, aged for 14 months; Special Reserve, aged for 16 months; and Black Label, aged for more than 16 months; and pre-sliced packages.

"There are two types of consumers," says Minardi. "One who is loyal to prosciutto di San Daniele and will never change, and the other who is driven by the strains of the economy." With the euro trading at \$1.50 and prosciutto di San Daniele priced around \$28 per pound, some consumers are shifting from San Daniele to a less expensive prosciutto, he adds.

Not all imported prosciutto has been negatively impacted. Levoni SpA, based in Castelluccio, Mantua, Italy, exports prosciutto di Parma and prosciutto di San Daniele to the U.S. market. With a strong base of loyal customers, "Sales are actually increasing for our products," says Maria Elena Cagnata of Levoni's export department. "We counteract economical constraints by offering our customers consistent



quality and a high level of service."

Because of the recession, price is an issue for many consumers. According to Simone Bocchini, general manager of Fratelli Beretta USA Inc. in South Hackensack, NJ, the price difference between imports, such as prosciutto di Parma, and domestic varieties is about 50 percent.

Fratelli Beretta offers both. It imports prosciutto di Parma and also has a plant in the United States where it makes domestic prosciutto — bulk, whole hams and pre-sliced packaged domestic prosciutto under the Fratelli Beretta brand. Since the recession began, notes Bocchini, his prosciutto di Parma sales have been "flat. Consumers have been switching from imported to domestic." But as the economy started to show signs of improvement in fall 2009, Bocchini noticed a trend back to prosciutto di Parma.

In November, consumers were loosening their purse strings more than they had since fall 2008, relates Tony Zarek, director of sales for Negroni Corp.'s U.S. Division, based in Lit-

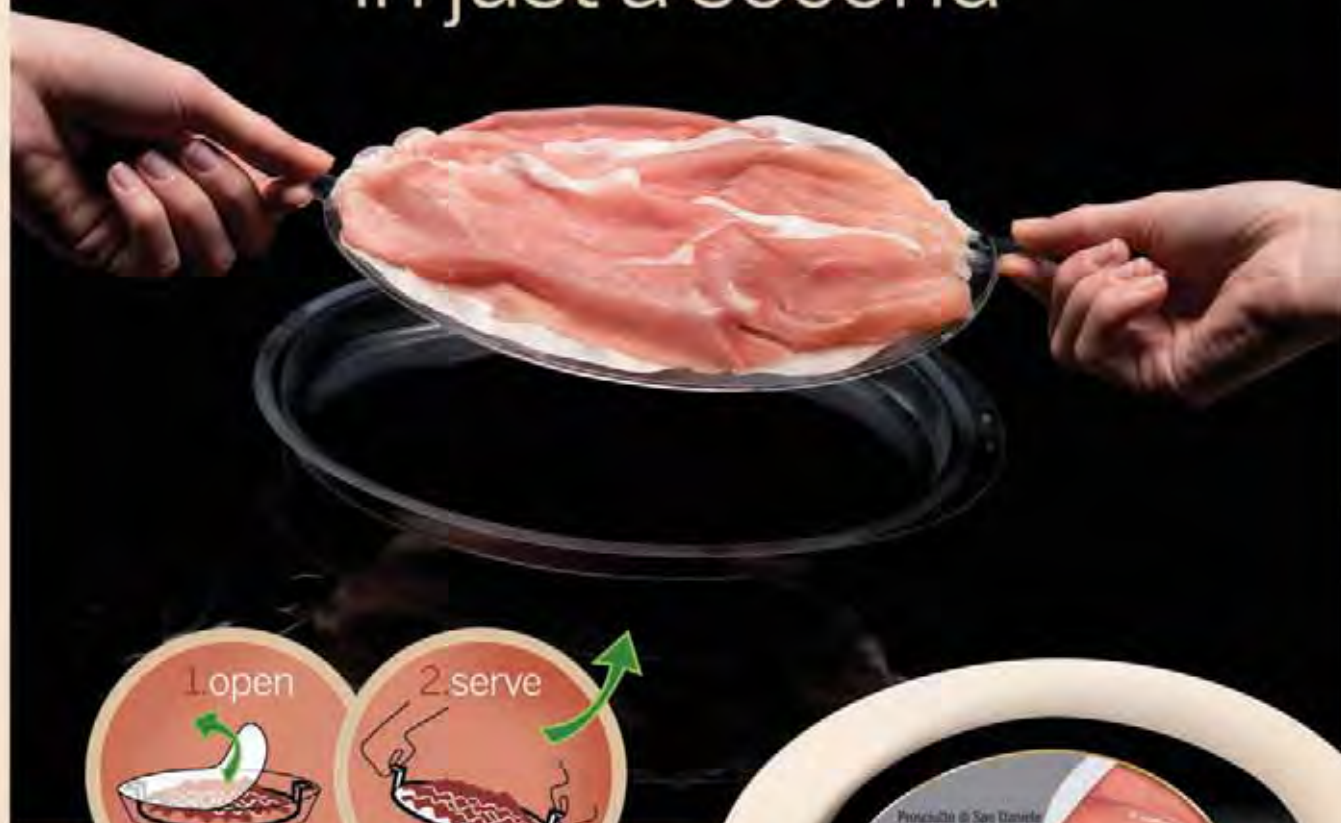
tle Falls, NJ. Negroni imports prosciutto di Parma and prosciutto di San Daniele as well as pre-sliced packages that are peggable and resealable. "They'll spend that [extra] \$1, \$2 or \$3 for a high-quality product," he says. "We're seeing it happening a little more and more."

David Biltchik, chairman of Consultants International Group in Washington, D.C., represents the Consorzio del Prosciutto di Parma in the United States. He believes domestic prosciutto products have benefitted from the recession as consumers cut back on their spending. "The domestic product is taking more of the market today because of price," he says. Prosciutto di Parma exports to the United States are expected to total 6 million pounds for 2009, the same as 2008, making it the No. 2 export market after France, he adds.

While he wouldn't attribute it to the recession or consumers looking for lower-priced alternatives to DOP prosciutto di Parma or San Daniele, Grazier, says sales for its American-made prosciutto products continue to increase. "Even in spotty economic



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times, people are willing to try a few new food ideas at home."

Longer Shelf Life For Pre-Sliced Packages

One of the biggest changes in the past year is the longer shelf life for pre-sliced packages of prosciutto di Parma and prosciutto di San Daniele — up to 120 days.

In April 2009, the Consorzio del Prosciutto di Parma announced it had received approval from the Italian government to extend the shelf life of pre-sliced packaged prosciutto di Parma. Depending on the weight of the ham, the shelf life could be extended from 90 days to 120 days.

According to the Consorzio, "To carry a sell-by date based on the 120-day shelf life, pre-sliced, packaged prosciutto di Parma must come from Italian hams weighing between 15.5 and 19 pounds, with corresponding curing times of 15 to 19 months. Packages of pre-sliced prosciutto di Parma carrying the 90-day sell-by date can come from hams weighing slightly less, with proportionately shorter curing times. For example, 14-pound hams cured at least 14 months can be packaged with a 90-day sell-by date. All hams exported to the U.S. have a minimum 400 days curing time."

The Italian Ministry of Agricultural Food and Forest Policies made the decision after testing. As the curing time increases, the ham's moisture content decreases, resulting in a product that is more stable and less susceptible to deterioration that could lead to changes in appearance, taste and aroma.

The pre-sliced packages of prosciutto di San Daniele have similar guidelines. To qualify for the 120-day shelf life, fresh thighs weighing at least 26.4 pounds must be selected and then aged a minimum of 14 months, explained Maria Woodley with the Italian Trade Commission's Food and Wine Center in New York, NY.

Negrini's Zarek says the pre-sliced products are the "real focus" of the 102-year-old vertically integrated Italian company. Negrini grows its own feed and has its own farms, processing plants, and slicing and packaging facilities. For two years, Negrini has offered its sliced products in the U.S. market in 4-ounce packages: Prosciutto Cotto, which has shelf life of 87 days from date of slicing, and Prosciutto Italiano, which is aged a minimum of 400 days like the DOP imports. It offers a 3-ounce pre-sliced package of prosciutto di Parma.

The pre-sliced product is not a replacement but rather a complement to the service deli. Offering both whole legs sliced to order as well as the pre-sliced packages gives today's busy consumer a grab-and-go option,

especially if there's a line at the deli counter.

With convenience, uniform slices and a longer shelf life, pre-sliced packages of imported DOP prosciutto are expected to increase. Zarek says the pre-sliced packaged market is forecasted to grow at 10 to 15 percent a year whereas sales of whole legs are flat.

The longer shelf life is a boost to delis, supermarkets and club stores selling the product. "The 120-day shelf life helps us in markets, such as the U.S. and Japan, where transportation can take awhile," notes Biltchik of Consultants International.

The pre-sliced, packaged prosciutto di Parma has been on the market for about five years. "Up until this year [2009], the 90-day shelf life limited pre-sliced prosciutto di Parma products to retailers that could move it fast," he continues. In the U.S., the majority of the pre-sliced prosciutto di Parma is sold in Costco — in 12-ounce packs imported by Citterio USA, he adds.

U.S. sales of pre-sliced, packaged prosciutto di Parma account for 15 percent of all prosciutto di Parma sales, notes Biltchik. For the first nine months of 2009, the U.S. imported about 600,000 pounds of pre-sliced, packaged prosciutto di Parma, down 5 percent from 2008.

Prosciutto di Parma accounts for about 70 percent of imported dry-cured ham sales in the U.S. Biltchik, who admits it's hard to get precise numbers, says other Italian prosciutto such as the DOP San Daniele, prosciutto Italiano (a non-DOP ham made in Italy) and IGP (Indicazione Geografica Protetta or Protected Geographic Indication in English) speck Alto Adige — another dry-cured ham — make up 20 to 25 percent of the market and Spanish Serrano ham the rest.



Specialty Food Purchasing Stats

- Supermarkets, the primary source for specialty foods, are shopped by 82 percent of specialty food consumers.

- Only 19 percent of specialty food consumers buy specialty food online.

- Locally sourced is the most important factor in specialty food purchases, followed by international products.

- 57 percent of specialty food consumers report they have changed their food-spending patterns over the past year.

- 82 percent say they are cooking more at home.

Source:

State of the Specialty Food Consumer 2009

Made In The USA

The demand for local products has boosted sales of some domestic prosciutto makers. "In the last year we've seen a trend of buying local, buying USA-made products. It could be because of the value perceived by the customer or the rate of exchange," explains Lorenza Pasetti, president of Volpi Foods in St. Louis, MO.

Even though it does import a small amount of Italian prosciutto and IGP speck Alto Adige, Volpi also makes its own prosciutto, salami and other charcuterie products from pigs raised in the surrounding area. "We're trying to be more creative and apply more of our background in these products," according to Pasetti, who is the third-generation to run the business her grandfather started in 1902.

Being an Italian-American company, "We respect tradition but we're not tied by it," she adds. "We're very innovative." Volpi recently hired Michael Laukert to develop recipes and serving suggestions for its Italian meat products. In October 2009, the company published recipes for its full line of pork products in its cookbook, *Authentic Volpi Almanac of Volpi Recipes and Traditions* by Laukert and Sarah Kellogg.

Making cured meats inspired by Old World traditions yet unique in their own right has been the mission of La Quercia LLC in Norwalk, IA. "Our goal was not to make Italian prosciutto in the U.S. Our goal

was to create American prosciutto in the USA," says Herb Eckhouse, who founded the artisan pork processor in 2005. "We haven't followed devotedly the DOP regulations. We have developed what we think people in this country will like to eat. We're trying to make something that is American: American prosciutto, American speck, American coppa."

One of its many heralded products is La Quercia Rossa, a prosciutto made exclusively from Berkshire pigs, a rare heirloom breed. After expanding its facility and adding a slicing line in July 2009, Eckhouse plans to introduce more prosciutto and pork products from other heirloom breeds in the future.

He believes consumers' concern for the provenance of their food and supporting local businesses is growing. "It makes a difference for people to know where meat is raised," says Eckhouse. "And it makes a difference for the people of our state [who earn a living raising the pigs]. Prosciutto is very simple. It's pork and sea salt. As much as we'd like to claim all the credit, we give the credit to the people who raised the animal for the quality of the meat. We think it makes a difference in the eating experience."

Merchandising

When it comes to merchandising displays, according to Volpi's Pasetti, "The more exciting the better. The deli department is very theatrical." Displays with fruits, breads and cheeses make a creative presentation, she adds.

"There are so many different sizes you need to become an artist to create a display case that's functional," notes Principe's Minardi. Supermarkets such as Bristol Farms and Raley's, both located in California, do an outstanding job merchandising their deli cases. The most expensive items, such as prosciutto di San Daniele, should be "king of the case" and not tucked in the back where it can't be seen, he says.

"If you want to sell prosciutto, you need to have a dedicated slicer," Minardi relates. "And if you want to display it correctly, have it on the slicer." Active slicing and sampling throughout the day helps drive sales, he adds.

At the deli counter, IGP speck Alto Adige can be sliced easily once the upper skin is removed, and there is very little shrink, Minardi says. Speck is a relatively new item in the Principe portfolio of products and has been increasing in sales.

Promotions can boost the bottom line. Negrini's Zarek has arranged successful promotions — a free melon with a pound of prosciutto di San Daniele or a free loaf of bread from the in-store bakery with the purchase of prosciutto di Parma.

In-store sampling is key to driving sales and to introducing new products. Recently Negrini expanded its prosciutto cotto offerings with juniper. Prosciutto cotto, Zarek says, "tastes so fresh. There's no water added and that's a big difference American consumers would appreciate if they knew it." It's priced at \$8.99 to \$11.99 per pound whereas some of its lower-priced competitors in the deli case go for as low as \$3.99 per pound. Sampling — with a gentle touch — is key. "You want to be careful you don't offend anybody," says Zarek. "It's all about education. We just ask them to try it."

To introduce the Rustico, Negrini is working with independent retailers and specialty shops in New England. "The average consumers are watching their pennies," says Zarek. "They may still be shopping the independent retail shops. They're looking for quality products."

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Green Merchandising

Despite a tough economy, consumers still want environmentally friendly products

BY CAROL M. BAREUTHER, RD

Taste and price are the most important factors that consumers consider when they shop the deli. However, according to *What's in Store 2010*, published by the Madison, WI-based International Dairy-Deli-Bakery Association (IDDBA), more than 80 percent of adults in the United States have some level of 'green motivation,' and 44 percent of consumers say the economy has not changed their habits of purchasing environmentally responsible products. More than a third indicate they're even more likely to purchase such products.

The advantage the deli has over other departments, says Megan Havrda, senior sales and marketing director/eco advisor for Be Green Packaging, LLC, Santa Barbara, CA, "is the opportunity for interaction with customers. The sustainable benefit of a product, such as packaging, gives deli operators one more reason to start that conversation." Be Green designs, manufactures and distributes compostable packaging made from bulrush fiber. Its plates, soup bowls with lids and trays for sandwiches are Cradle to Cradle Certified, meaning they're produced in an efficient and waste-free manner.

"We familiarize deli staff with our products, their features and benefits, so there's buy-in from the staff," she adds. "What better way to transmit information to customers than educating the deli staff members?"

Bob Wills, owner of Cedar Grove Cheese, Plain, WI, says, "Increasingly supermarkets are putting their deli personnel on the road for field trips where they can have quality time with their suppliers. Those workers are then prepared to answer questions, highlight attributes and know who to go to on the supply end for answers about the products." Cedar Grove, which produces organic cheeses such as white Cheddar, Monterey Jack, Farmer, Muenster and Colby, uses a 'living machine' greenhouse system to naturally clean wastewater before



it goes back to the earth.

Whenever possible, says Heather Fiscali, director of sales and marketing for Fiscali Cheese Company, Modesto, CA, "We invite deli managers to come out for a half-day tour of the farm and our cheesemaking facility. We serve them lunch at the end so they can taste the cheeses and see how they're used. Retailers such as Raley's in California and Heinen's in Ohio, for example, have sent staff in the past." Fiscali, which makes Cheddar cheese, San Joaquin Gold and Lionza, was the first dairy in the nation to be granted Certified Responsible Producer status by Des Moines, IA-based Validus for compliance in animal welfare issues. Validus provides on-farm third-party audits for socially responsible production practices.

Crave Brothers Dairy Farm and its cheesemaking enterprise, Crave Brothers Farmstead Cheese, in Waterloo, WI, uses a sophisticated, computer-controlled anaerobic digestion system that generates electricity — enough to run the farm and cheese plant and power up to 120 homes — that runs on organic waste (i.e. manure) from their 750 Holstein cows, whose milk produces Mascarpone, fresh Mozzarella and Crave's signature cheese, Les Frères. The company pro-



Sustainable practices, such as pasture-grazing cows, should be highlighted in store displays.

duces a newsletter that features "updates on our products, farm and special events four times a year. The newsletter goes out to both customers and deli managers," relates George Crave, president.

Spreading The Message With Point-of Sale

Signage is one method by which Publix Super Markets, Inc., the 1000-plus-store chain headquartered in Lakeland, FL, communicates the 'green' nature of its deli prod-

ucts, says Maria Brous, director of media and community relations. "Depending on the product, it may be provided by the supplier or made by Publix."

Josiah 'Joe' Baird, cheese specialist for O'Brien's Market, a 3-store chain based in Modesto, CA, notes, "A lot of companies, such as cheese and gourmet chocolate makers, send information with their products, and we put it up in store. These marketing materials have slowed down a bit in the past year or so do to the economy."

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Off-shelf displays with signage call out the environmentally friendly message of the product, says Jennifer Collier, associate marketing manager for Tualatin, OR-based Pacific Natural Foods, which makes broths, soups, chili and stews packaged in Tetra Pak boxes made of renewable resources. "Point-of-sale materials or consumer promotions that raise awareness about the message are great tools. These work well for those accounts that do not have their own green programs. Many retailers have sustainability programs in place, so we're able to partner with them to tell our story through their greater sustainability platform."

According to Chad Pawlak, founder and president of Thorp, WI-based Organic Farm Marketing, which markets certified organic dairy products, "In-store magazines are a great vehicle. For example, King Soopers in Denver has its *Optimum Wellness*. This magazine, which is free to consumers, edited by a medical doctor and supported by manufacturers, allows for in-depth communication about a product so consumers can make informed buying decisions."

Tastings And Demos

Many delis do taste samplings year-round

and some host themed sampling sessions to coincide with annual observances.

"We've created more awareness around being 'green' and Earth Day presents a great opportunity to feature the concept around our entire store. Signage and tastings would be the methods used," according to Brous of Publix.

Last April, customers at Wegmans Food Markets, Inc., the 72-store chain headquartered in Rochester, NY, were invited to touch, taste and see how their food choices made a difference to the environment during an Earth Day promotion that ran from 11:00 AM until 3:00 PM on a Saturday. A number of different organic foods were sampled. In addition to taste-sampling these items, customers received information about the practices that go into growing and producing organic foods.

Heather Fiscalini and husband George, president of Fiscalini Cheese, visit stores and host taste-samplings themselves. The couple recently hosted a cheese tasting demo at Central Markets in Texas. During the demo, they told customers about the sustainable way their cheese was produced, offered taste samples, and handed out a recipe for macaroni and cheese made with the compa-

ny's Cheddar and San Joaquin Gold, a Fontina-like cheese. Chefs at Central Market also prepared the macaroni and cheese recipe to sell in store and the product sold out the second day.

Organic Farm Marketing offers demo kits, says Pawlak. "The kit contains a Q&A sheet that tells the story behind our products. This can be used by the deli staff as well as handed out to customers. It also has coupons for our products and a brochure as a take along.

"One thing we've found really works well is to put a picture of what the farm looks like on the demo station at the same time that the cheese is sampled," he continues. "Customers see cows out in a grassy field, but what they don't realize is that close to 90 percent of cows aren't treated this way and that's what makes the cheese different."

O'Brien's Baird says, "About 20 percent of our customers are interested in 'green' products. That's not a huge demand, but I think if more customers knew these products existed, more would be tempted to buy them. That's our job. We tell customers all about the cheeses when we sample them and we sample cheeses every day." O'Brien's routinely carries 300 to 400 cheeses in store. **DB**



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Sushi Safety

Delis seek to answer consumer demand for sushi — without the risk of foodborne illness

BY JULIE COOK RAMIREZ

No longer an exotic delicacy, sushi has gone mainstream. Sushi restaurants have sprung up across the country, and a growing number of Americans have embraced sushi for its taste, novelty and healthfulness. Along the way, it found its way into the deli, either in ready-to-eat, grab-and-go packages or prepared fresh daily by on-site sushi chefs who have spent years honing their craft.

Deli sushi has become a hot trend — and not just in metropolitan areas. Remarkably, rural areas represent some of the greatest growth opportunities for deli sushi. “We do very well in small rural towns because a lot of times, they don’t have a sushi bar, so the only way to get it is at the supermarket,” says Aaron Petrosky, director, Hissho Sushi, Charlotte, NC. “That could be the only game in town.”

Whether it’s sold in a big city or a town so small it would make Mayberry look grand, the safety of sushi is still a concern for many consumers. That leaves deli operators with two major challenges — to ensure the quality of the sushi they sell and to assure their customers that their sushi is safe.

Managing Misconceptions

The concept of deli sushi makes some consumers nervous, mostly because they expect such a product to contain raw fish. This misperception has plagued the sushi industry for years. The notion that sushi translates to “raw fish” is actually incorrect. In reality, sushi means “vinegar rice.” Originating over 2,000 years ago as a means of preserving fish, modern sushi is made with vinegar rice, seaweed, and vegetables. It may contain cooked or raw fish, but in many cases, does not.

“Sushi by definition is seasoned rice, and many sushi items contain just vegetables,” adds Petrosky. “For instance, the popular California roll contains vegetables and fully



cooked imitation crab.”

That’s not to suggest sushi is without risk. Outbreaks of serious foodborne illness have been linked to sushi, particularly when it contains raw fish. These include *Vibrio parahaemolyticus*, *Staphylococcus aureus*, *Salmonella* species, and *Listeria monocytogenes*.

According to Eddie Okita, founder, president, CEO, chairman of the board, Sushi Trend Co. Inc., Las Vegas, NV, some sushi companies are frighteningly lax when it comes to following HACCP guidelines. “It’s very dangerous,” he says. “I am so scared right now because only a few companies are following HACCP [Hazard Analysis and Critical Control Points]. Instead, they are relying on low price material, very poor material for sushi.”

Another problem that can sometimes occur in raw fish is parasites. To reduce the potential for parasites in its products, Sushi Trend has developed a patented freezing technology that virtually eliminates any chance of critters making their way into someone’s meal. “The safest sushi nowadays is no longer fresh — only frozen,” says Tracy Chan, treasurer. “You have to freeze it to kill the parasites.”

Such processing produces what is called sashimi grade fish. That means it has gone

through FDA measures to guarantee safety and has been deemed safe to eat raw.

Hissho Sushi employs a similar procedure. Not only does it produce a much safer product, says Petrosky, but it also produces a tastier one. “When people think of frozen fish, they think of fish sticks or something that isn’t very appetizing, but with the freezing technologies today, frozen fish actually tastes better than non-frozen fresh fish product.”

Petrosky is confident about the quality of sashimi grade. “If managed properly, your chances of becoming infected with a parasite in a U.S. sushi bar are actually very low compared with the food industry in general.”

Safety First

To ensure the deli department is selling the safest sushi possible, even when raw fish is involved, Okita recommends dealing only with HACCP-approved companies, not buying from those offering ridiculously low prices, and avoiding fish from China.

Petrosky suggests asking which part of the fish the supplier procures — the center cut filet without the skin being the safest — and purchasing only from vendors who procure fish from FDA-approved and registered companies. “Do your homework — don’t just go with the first guy that knocks on your

door,” he says. “Look at who these companies are partnered with; call their references; ask where their raw materials are coming from; look at their HACCP plans and their operations manuals to know that they are professional.”

Proper handling and preparation is crucial to ensure the safety of sushi made with raw fish. Cross-contamination is a concern since sushi can be made with both raw and cooked fish. Raw and cooked fish must be physically separated during preparation, and different utensils, cutting boards, and surfaces should be used.

In most cases, deli workers will not be the ones preparing the sushi, as sushi companies typically provide an in-store sushi chef who makes the product fresh all day or they ship in ready-to-eat sushi pre-packaged for the grab-and-go consumer.

To ensure its in-store chefs are following all guidelines, Hissho Sushi supervisors visit each store at least once a month to perform inspections. Regional directors stop by every few months. Corporate quality-assurance compliance checks are conducted in stores semi-annually to ensure chefs are adhering to all policies and standards.

Once prepared, fresh sushi can be kept only a short time — six or seven hours — at



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a specified temperature and pH in order to slow bacterial growth. What's left must then be discarded, according to HACCP guidelines. That means no "Manager's Specials" on day-old sushi.

"Sushi of all types should be fresh and is meant to be consumed the day you buy it, which provides for safety," notes Hissso Sushi's Petrosky.

It's incumbent upon the deli, working together with the sushi company, to educate consumers as to the importance of eating sushi shortly after buying it. If a customer purchases sushi during the day for the evening meal, it's crucial it be refrigerated below 41° F until served.

Point-of-sale materials, coupled with personal reminders from the deli staff and/or sushi chef, go a long way in helping consumers understand the sensitive nature of sushi and the precautions that should be taken when incorporating it into their meals.

Not surprisingly, Petrosky says the best way to answer deli customers' demand for sushi, while ensuring the safety of the product, is to have an in-store chef making sushi daily and interacting with customers. However, he concedes this is not practical for all delis. The next best thing is to have pre-packaged sushi with a shelf life of several days.

One company answering the demand for such product is Sun Valley, CA-based Okami Inc., which produces fully-cooked sushi with a shelf-life ranging from five to

nine days. The product is shipped and sold refrigerated with condiments, such as soy sauce, right in the package. Co-owner Mary DeMartinis explains the ready-to-eat nature of her company's product is one of the reasons it has proven successful in the deli. "You just take the lid off and eat it," she says. "If people are hungry, they can open it up and eat it while they do the rest of their shopping — or they could eat it in the car or bring it home for lunch."

According to co-owner Laura McKee, Okami's line of fully cooked sushi came about in direct response to the demand for product that didn't have to be prepared every day and that didn't pose any of the risks related to raw fish. "We've always been hesitant to go into raw fish because there are a lot of issues with raw fish that we're not willing to take," she notes. "We get a lot of response from consumers who will eat only our sushi either because they don't like raw fish or they were afraid to try uncooked sushi."

Some of Okami's deli customers have an in-store sushi chef but also want to offer a fully cooked option. As McKee explains, Okami's product appeals to a "totally different consumer," one who may not be planning to eat sushi the same day it's purchased. "We appeal to the person who wants something for tomorrow or for an upcoming party. With the fully cooked product, you don't have to throw it away if you don't eat it the same day. You can't do that with the raw fish." **DB**

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Snack Attack

Consumers want affordable, healthful, cutting-edge snacks and appetizers

BY BOB JOHNSON

Although consumers are still looking to the deli department for special items that add a festive flair to parties, informal gatherings and evenings at home, the continued economic doldrums make many reluctant to spend ostentatiously. In addition, many consumers are making health a factor even when it comes to snack foods. The combination of festivities, frugality and health opens the door to a wide variety of global snack foods making inroads into the U.S. mainstream — and presents new options for retailers looking to appeal to this new consumer mindset.

“When we came out with our party platter a year ago, we thought people were ready to pay for the convenience of a prepared tray,” recalls Marilyn Vincent, senior marketing manager at Anaheim, CA-based Don Miguel Foods, which produces a line of Mexican foods that are targeted to the mainstream rather than the Hispanic population. That 36-count party platter of taquitos, mini tacos and 1-ounce empanadas proved to be too much for the market conditions. “This year we’ve come out with a more economical platter. It’s a 24-count that can sell for under \$10,” she says.

Pricing can emphasize the relative affordability of snacks. “We have understood from our customers that ‘by the each’ pricing is becoming

increasing popular, as compared to ‘by the pound’ pricing. Appetizers lend themselves well to this model,” says Sanjog Sikand, sales and marketing director at Sukhi’s Gourmet Indian Foods, Hayward, CA. “In our case about 16 pieces fall in a pound. Pricing them by the each brings the posted price down to a unit level and gives an impression of better value.” Sukhi’s produces a range of authentic Indian food products intended for mainstream consumers.

Portion control is an increasingly important device for letting consumers indulge their desire for the festive at a price that feels affordable. “For finger foods, mini desserts are continuing to grow. They started with mini-indulgences in shot-glass size servings at Seasons 52 [the Orlando, FL-based chain operated by Darden Restaurants] and chains picked them up, including TGI Friday’s [based in Carrollton, TX], Chili’s [based in Dallas, TX] and others,” says Stuart McAllister, director of marketing — foodservice at Dole Packaged Foods Co., West Lake Village, CA.

Health Reigns

An economic turnaround may loosen purse strings eventually, but the desire for more nutritious snacks looks to be a long-term trend.

“Grains are on fire. They’re on fire for cultural reasons and for



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health reasons. They're the base for mayonnaise-free salads," explains Carl Cappelli, senior vice president for sales and business development at Don's Food Products, Schwenksville, PA. Don's is trying an all grain bar at a middle- to upper-income Shop Rite store in New Jersey. The bar features items including 7-grain salad as well as wheat berry, spicy black bean and other grain-based dishes. The strongest appeal here, according to Cappelli, is to a health-conscious younger demographic.

"What's new for us is two varieties of cheese sticks with whole-grain dough rather than our traditional sourdough," says John Macy, founder of Macy's Cheese Sticks, Elmwood Park, NJ. "We're surprised the buyers embraced it so quickly, and we'll see if the consumers follow suit. There's a lot of publicity about the benefits of whole grain. I've seen other evidence of people getting into whole grain. You want a snack that's healthful but also maintains good taste."

Reichel Foods LLC, Rochester, MN, is having success with its apple and caramel party tray, one of four Dippin' Stix party trays that also include apple slices with yogurt, apple slices with peanut butter and pickles with ranch dip. "Pita chips and hummus are

also very popular right now and it's hitting an older demographic — I would say from 24 to 56," notes Greg Wilson, vice president for sales and marketing. Reichel produces a wide variety of healthful snack foods.

"Healthful, natural foods with rich and deeply satisfying flavors are high on the list right now" says Rita Takvorian, owner of Haig's Delicacies, San Francisco, CA. "There's a lot of buzz around the fifth flavor profile of 'umami,' which is savory. Our Muhammara dip is a good example of an appetizer that hits the savory notes of umami." Muhammara is an all-natural, preservative-free spread made with roasted red peppers, pomegranates, and walnuts.

International Munchies

Many ethnic foods are gaining in popularity when they fulfill the two main concerns of the day — affordability and nutrition.

"Global cuisine is in and with it come several new appetizers. For Indian cuisine in particular, samosas are in. These are potato filled pastries filled with a potato and pea filling, spiced with what we call 'Sukhi's Magic,' a perfect blend of spices," Sikand says. A samosa is a filled crispy pastry that can come in many flavors, with the potato and pea

combination the most popular. In addition to serving samosas with chutney at tea, they can also be served as an appetizer or in sandwiches. "Our samosas have always been a top appetizer for us. Samosas are India's favorite tea time snack," she says.

Sukhi's foods are authentic Indian, but the market is health-conscious mainstream. "Our business focuses purely on the mainstream. We don't focus on the Indian market. We're oriented more toward the natural-food market," Sikand adds.

"Traditional mezes, or Mediterranean style appetizers, are always very popular and should be found in every deli," Takvorian says. "They're delicious with the added benefit of being healthful. Hummus, tabbouleh salad, spanakopita, dolmas, and bowls of falafel with tahini dipping sauce are some examples of what customers expect to find when they visit the deli case."

Make It Easy

The deli has a leg up on other areas of the store in its ability to deliver freshness, and the staff at the deli counter must be prepared to maximize this concept.

"The staffed delis give a freshness and 'made to order' service perception," notes

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Quality Crackers Drive Sales

By Bob Johnson

Unique, high-quality crackers can provide an enticing complement to cheese, sliced meats, wine and other foods, and the deli has the merchandising advantage that comes from being the location consumers expect to find higher-end products.

"I see more and more high-end crackers with exquisite flavors. And I see more whole grains," says George Eckrich, partner in Dr. Kracker, Dallas, TX. "Customers come to the deli to find the special foods such as meats, cheeses and crackers. It's up to us, the bakers, to make certain the customers perceive the difference that justifies a premium price. And they should be able to see this difference in the ingredients and in the packaging." Dr. Kracker specializes in whole-grain and whole-seed crackers. The company recently added Fire Roasted, Apple Crisp, Cherry Semolina and Hummus Maximus flavors to its line.

The deli also can display numerous items for a party tray or gift basket together. "Delis have the advantage of having all the components in one place. You can market the concept of creating a gourmet gift basket or a fabulous hors d'oeuvre tray to consumers and then make it easy for them to pick up all the products they need to accomplish the task," says Jenni Bon-signore, marketing manager of Lahvosh Baking Co., Fresno, CA.

These combination displays prove highly effective for winter get-togethers. "People are entertaining a lot and want to have something a little more special to offer to their guests. The deli is the perfect venue because you have everything in one place to make a great party platter or even put together a gift basket," Bonsignore says.

The most common display for high-end crackers is with the appropriate cheeses. "The resurgence of the cheese board in both restaurants and home entertaining has created an opportunity for deli departments in terms of promoting cheese and cheese accompaniments. Crackers – and more specifically crackers that pair perfectly with cheese – are central to this trend," says Craig Lieberman, founder of 34°, Denver, CO. 34° Crispbreads are very thin and crisp, allowing the cheese to take center stage.

The deli can be an important source of information about which crackers go with which cheeses. "Customers have a lot of choices when it comes to cheese and many choices when it comes to the cracker to pair them with. Make the connection for the customer by pairing a particular cheese with a particular cracker. Use signage and cross-merchandising to drive the message home," he explains.

Lieberman suggests cross-merchandising crackers with the recommended cheese pairing together at a special price. "Merchandising and cross-merchandising that shows customers how

to entertain with ease and how to do it flavorfully without spending a fortune is especially important [in this economy]. Product demos and signage are always essential, but I'd suggest taking it a step further."

Cheese may be the most obvious complementary item for crackers, but it isn't the only one. "This last year has seen a rediscovery of hummus in America," Eckrich notes, "and since hummus always needs a flatbread, the delis are looking for more flatbreads or crackers that enhance hummus and other Mediterranean dips and spreads."

The popularity of hummus has been a catalyst for the popularity of flatbread. "The thing I see when I go into the deli is the emergence of flatbreads. If you go back five years, you would not have seen flatbreads, but they're there now. They've replaced the traditional snack cracker in the deli," according to Michael Thompson, president of Venus Wafers Inc., Hingham, MA. He believes flatbreads in the deli have replaced some of the more traditional snack crackers that have migrated to the grocery aisles. "The deli sells hummus and baba ganoush, and flatbreads give them a way to make a combination sale."

"It's a mistake to put artisan crackers in the grocery aisles," admonishes Antonio Galati, director of business development at La Panzanella, Tukwila, WA. "The demographic that purchases this product will look for them near quality deli products, such as specialty cheeses, meats, dips and spreads. If they don't find the crackers in the deli, it's unlikely they'll look for them in the grocery aisle where they expect to find mass-produced crackers of poorer quality."

Demonstrations and cross-merchandising educate and entice the growing number of customers who are ready to appreciate something out of the ordinary in their crackers. "Another promotional strategy is to do cross-merchandising demos to give customers ideas of how to use the products, such as pairing the crackers with specialty cheeses or spreads. All of these promotions are effective year-round. During holidays, delis could also pair crackers with other specialty products in gift baskets or create displays near the wine department, offering the crackers as a good accompaniment when taking wine to dinners or parties," Galati adds.

Crackers are one of the few areas where consumers are still willing to spend a little more for a unique product. "There has been major growth in the sales of high-quality artisan crackers over the past few years. American consumers are demanding higher-quality food products and are willing to pay more to eat healthfully. In response to this demand, industry is producing better products," he concludes.

DB

Dole's McAllister. "A successful deli program needs to include staff training that goes beyond the meat slicer into active selling of prepared foods. Deli shoppers who are looking to entertain want to serve fresh, good-tasting food their guests will enjoy and to make the event special and memorable. You can witness this service in really great delis such as at Bristol Farms, Gelson's, and Whole Foods. Wegmans and Harris Teeter

do a good job, too."

Another great service advantage is the ability to offer foods that are ready to eat with little or no preparation or cooking.

"Convenience is the key here," suggests Nan McGrath, director of sales, ConAgra Foods Lamb Weston, Eagle, ID. "You get much more portability and time-saving options from the deli compared to freezer items. Take every possible advantage of

events and store area positioning to provide convenient options for consumers. Bundle appetizers with meals and place variety packs of freshly prepared, hot snacks to go along with the other meal components." She also recommends merchandising snacks for different times of the day, variety buckets or trays for parties and take-along ideas for tailgate parties at sporting events.

Because the resources of each deli are

unique, operators should count on suppliers to help develop a snack merchandising program tailored to the specific store. "It's critically important that retailers work with their suppliers to develop items that meet their operational limitations," McGrath continues. "Equipment, space, training and education are all big concerns along with shrink and waste."

"Snack foods should always be displayed as grab-and-go impulse items. Snack Foods should be displayed in any area of the deli that looks empty," advises Julie Jeremy, president, San Francisco, CA-based Native Kjalii Foods, which produces a range of salsa, hummus, sauces and chips. Originally sold at Farmers' Markets in northern California, the products are now sold at gourmet shops and delis around the country.

Elegant, Versatile Appetizers

Even elegance can be molded to suit the frugal mood of the times. "I like to have things that are flexible, things you can use for something else if you have an appetizer left over," says Elizabeth Fugas, owner of Rising Sun Farms Inc., Phoenix, OR. One such versatile appetizer is Pesto Dried Tomato Cheese Torta. Leftover torta can be added



to pasta and served as a salad or entrée. Rising Sun also produces six flavors of Dipn-Spread, a line of savory and sweet cream cheese spreads.

Even an item as upscale and elegant as pâté can be merchandised so as to pay some homage to the budget. "We have individual 7-ounce terrines. It's a small loaf pan. We have chicken mousse with port wine and duck truffle mousse among others," says Bill Bruzzone, general manager at Marcel et Henri Charcuterie Française, South San Francisco, CA.

The mood of the times calls for merchandising high-end appetizers as appropriate for informal gatherings. "People want something elegant that they can pick up easily. They want something they can also dress down for a tailgate party. You can put the pâté on a tray with just crackers and serve it with other snack foods. Our demographic is coming down in age because we're offering some sausage products. It's a little bit younger, 25 to 55. And it's virtually any price point," Bruzzone explains.

"Winter is the best time of the year for customers who love charcuterie," notes Sebastien Espinasse, vice president for sales and marketing at Fabrique Delices, Hayward, CA. "Usually gourmet stores will increase their selection of charcuterie for this time of the year. The staple has always been the truffle mousse but now rillettes seem to be picking up." Rillettes are meat that has been slow-cooked in fat and spices, then pounded or pulverized into a paste.

"Delis should put out some examples of appetizer trays with pictures, product descriptions and so on. The more info the better. They should also put out samples so the customer will get excited over these charcuterie products," he suggests. **DB**

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By Lee Smith
PHOTO BY JOHN VALLS

A

ABBAYE DE TAMIÉ

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Semi-firm raw-milk cheese made by Trappist monks in the Savoie region. Washed in brine twice a week until ready to be sold; fruity and full flavored. Usually sold at one month. Made from pasteurized milk for U.S. markets.

🍷 **Vin de Savoie, Gewürztraminer, Beaujolais-Villages**

ABONDANCE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

Pressed, cooked 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.

🍷 **Vin de Savoie, Condrieu, Beaujolais-Villages**

AFFIDÉLICE AU CHABLIS

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Washed with Chablis and aged three to four weeks. Similar to Époisses; however, Affidéllice has a more delicate flavor. Rind takes on a trademark orange color, sticky touch and pungent aroma.

🍷 **Chablis, Grüner Veltliner**

ALLGÄUER EMMENTALER PDO

COUNTRY OF ORIGIN: GERMANY

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Kabinett, Grüner Veltliner**

APPENZELLER

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Grüner Veltliner**

ASIAGO D'ALLEVO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Made from partially skimmed raw cow's milk. Light beige inside and out with many small holes throughout. Mild cheese with a firm texture. Available in three stages: Fresh (fresco) aged two to three months; medium (mezzano) three to five months; and aged (vecchio) nine months or longer.

🍷 **Valpolicella, Teroldego Rotaliano**

AZEITÃO PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: SEMISOFT MILK: SHEEP

Prized table cheese from Palmela, Sesimbra and Setúbal, on the Setúbal peninsula near the Arrábida Mountains. Similar to Serra da Estrela. Sweet, earthy, aged wheels. Beige, pinkish rind. Cream colored paste can flow. Supple and distinctive taste is typical of car-

doon-coagulated (thistle) raw ewe-milk cheeses from Portugal and Spain.

🍷 **Vinho Verde, Ribatejo, Douro, Chenin Blanc**

B

BANON PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: GOAT

Soft, raw goat-milk cheese is aged. May be dipped in spirits before being wrapped in a raffia-tied chestnut leaf bundle for a second aging. Runny and intense interior with winey, fruity, nutty taste. Banon-inspired Vache de Chalais is made from pasteurized cow milk.

🍷 **Châteauneuf du Pape, white or red Côtes du Rhône**

BEAUFORT PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Superb mountain cheese made in Savoie and Haute Savoie. Similar to a fine Swiss Gruyère. Excellent melting characteristics. Smooth creamy texture with occasional fissures. Mild, sweet, fruity flavor.

🍷 **Savoie, Jura, Beaujolais, dry Champagne**

BITTO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: MIXED

Semi-cooked wheel aged from 70 days to 10 years. Ten percent goat milk allowed. Straw-yellow rind with a white to straw-yellow

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interior, depending on age. Sweet delicate flavor becomes stronger with age. Produced between June 1 and September 30 in Sondrio, Val Brembana and Bergamo.

🍷 **Valtellina Rosso**

BLEU D'Auvergne PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

Intensely flavored blue produced in the Massif Central area, primarily a sheep area, known for 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. Semi-soft, moist, sharp blue with pungent aroma. Pale yellow interior with dark blue veins.

🍷 **Aged Banyuls**

BLEU DE BRESSE

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

Well-known. Originally French competitor to Italian Gorgonzola. Brie-style cheese. Should have mottled bloomy rind or interior may be chalky. Domestically produced version known as Bresse Bleu.

🍷 **Champagne, Port, Tokaji**

BLEU DES BASQUES BREBIS

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: SHEEP

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

🍷 **Béarn, Béarn-Bellocq**

BLEU DES CAUSSES PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

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.

🍷 **Quarts de Chaume, Vouvray, Coteaux du Layon, Jurançon**

BLEU DU HAUT-JURA, DE GEX, DE SEPTMONCEL PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

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 Montbéliarde cows.

🍷 **Côtes du Rhône, Beaumes de Venise, Barsac**

BLEU DU VERCORS/SASSENAGE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

Mild blue with delicate flavor, subtle fruitiness and mild aroma, first produced by monks in Rhône Alps. In the 14th century, the Baron of Sassenage allowed his subjects to freely sell the cheese they produced.

🍷 **Beaujolais, Monbazillac**

BOROUGH MARKET CHEDDAR

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Traditional farmhouse Cheddar made from

raw and pasteurized milk, selected by Mary Quicke from her farm in Devon. Dense, smooth, closed texture. Aged a minimum of 12 months. Rich, nutty, slightly sweet. Caramel flavor, very balanced and mellow.

🍷 **Merlot, American craft ales**

BRA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: MIXED

Named after a small town in Cuneo. 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.

🍷 **Nebbiolo, Barbera, Grignolino**

BRANZI

COUNTRY OF ORIGIN: ITALY

TYPE: SEMISOFT MILK: COW

Part of a family of cheeses derived from Emmentaler and with same characteristics as other Alpine cheeses. 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.

🍷 **Chardonnay, young Cabernet Sauvignon**

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BRIE

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Edible soft white bloom. Soft, butter-colored interior; mild flavor deepens with age; creamy texture becomes more lush with time. Artisanal cheese producers also making Brie with goat and sheep milk.

🍷 Sparkling wine, Chardonnay, Pinot Noir

BRILLAT-SAVARIN

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

More like a dessert. Rich and creamy with minimum 75 percent butterfat content. Triple crème, Brie-style. 17-ounce and 6-ounce sizes.

🍷 Champagne, Givry, Chinon, Buzet

BRILLO DI TREVISO-PROSECCO

COUNTRY OF ORIGIN: ITALY

TYPE: SEMISOFT MILK: COW

"Drunken" style cheese. Rind massaged with Prosecco 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.

🍷 Prosecco

BRIN D'AMOUR

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: SHEEP

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.

🍷 Rosé, Côtes du Rhône Village, Albaniño

BROCCIU CORSE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FRESH MILK: MIXED

Soft, white whey cheese from Corsica, eaten fresh or salted and aged several weeks. Flavor varies according to where the sheep and/or goats were grazed.

🍷 Rosé

BURRATA

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

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.

🍷 Rosato di Salento

C CABÉCOU FEUILLE

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT MILK: GOAT

Fresh, mild cheese from the Midi Pyrénées. 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.

🍷 Sancerre, Brandy

CABOT CLOTHBOUND CHEDDAR

COUNTRY OF ORIGIN: UNITED STATES

TYPE: FIRM/HARD MILK: COW

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.

🍷 Dark beers, vintage Port

CABRALES PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: BLUE MILK: MIXED

Made from raw, mainly cow milk. However, it is often blended with goat and ewe milk in the spring and summer since most farmers in the region keep mixed herds. Cave-aged with deep blue veining, thick texture and creamy, piquant flavor.

🍷 Pedro Ximénez Lustau, Cider

CACIOCAVALLO SILANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Provolone-style cheese. Tied in pairs and hung on poles to mature for at least 15 days. Table cheese when young and grating cheese when aged. Pear-shaped with full, mellow flavor. Firm texture, intense aroma and pale yellow color.

🍷 Merlot, Nebbiolo

CACIOTTA AL TARTUFO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: MIXED

Pasteurized mixed sheep- and cow-milk cheese made with slivers of Umbrian black truffles in the paste. Sometimes made with only cow milk. Compact cheese with intense flavor of truffles.

🍷 Sagrantino

CACIOTTA CAPRA PEPE E OLIO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: GOAT

Aged goat cheese from the foothills of the Dolomite Mountains. Dynamic flavor. 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.

🍷 Raboso

CAERPHILLY

COUNTRY OF ORIGIN: WALES

TYPE: FIRM/HARD MILK: COW

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 texture when broken.

🍷 White Burgundy, Grüner Veltliner

CAMEMBERT

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

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.

🍷 Cider, Beaujolais, Bordeaux, Chinon

CANESTRATO PUGLIESE PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Tangy grating cheese from Foggia and Bari. 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.

🍷 Merlot, Nebbiolo

CANTABRIA PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: COW

Full name, Queso Nata de Cantabria, means Cantabria's creamy cheese. Made 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.

🍷 Dry Cava, Albaniño, Mencía (Bierzo)

CANTAL PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

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 thick, gray rind. Made in Auvergne for 2,000 years. Cantalet is a modern, smaller, barrel-shaped version.

🍷 Costières de Nîmes, Côtes du Rhône

CAPRINI

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: GOAT

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.

🍷 Prosecco, Ischia Bianco, Verdicchio

CASCIOTTA D'URBINO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: MIXED

Pressed, semi-cooked whole-milk cylinder from Pesaro and Urbino; 70 to 80 percent sheep milk and 20 to 30 percent cow milk. Appreciated by Michelangelo. Mild, sweet with a thin, yellow rind and yellowish, crumbly paste.

🍷 Prosecco, Verdicchio

CASHEL BLUE

COUNTRY OF ORIGIN: IRELAND

TYPE: SEMISOFT MILK: COW

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.

🍷 Pinot Noir, Gewürztraminer, Sauternes, Tokaji

CASTELMAGNO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: BLUE MILK: MIXED

Pressed, semi-hard skim-milk cylinder aged up to six months. Small production cheese from Cuneo, mainly cow milk but may contain sheep or goat milk and may be pierced. Originated in 12th century Piedmont around the same time as Gorgonzola. Some con-

sumers prefer Castelmagno with little or no mold development.

🍷 **Barbaresco, Barolo**

CASTELO BRANCO PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: SEMISOFT MILK: MIXED

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.

🍷 **Vinho Verde, Ribatejo, Douro, Dão**

CHABICHOU DU POITOU PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: GOAT

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; Arabs migrating from Spain established goat-milk cheesemaking in the Loire Valley during the 7th century.

🍷 **Sancerre**

CHAOURCE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Looks and tastes like a triple crème but has the fat content of a double-crème: 50 percent. 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.

🍷 **Champagne, Pinot Noir**

CHESHIRE

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Sauvignon Blanc, Cabernet Franc, Oregon Pinot Noir**

CHIMAY GRAND CLASSIQUE

COUNTRY OF ORIGIN: BELGIUM

TYPE: SEMISOFT MILK: COW

Known for floral character. Mild enough to let aromas of Belgian wildflowers shine through. Chimay monastery monks draw milk from cattle grazing in the Chimay countryside. 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.

🍷 **Grüner Veltliner**

COMTÉ PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Extraordinary French mountain cheese 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.

🍷 **Crémant, Arbois, Vin Jaune, white Rhône**

CONCIATO VACCINO AL PEPE NERO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

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 six months so it is firm enough to grate. Also a sheep-milk version.

🍷 **Crisp white or medium-bodied red**

COOLEENEY

COUNTRY OF ORIGIN: IRELAND TYPE: SOFT-RIPENED MILK: COW

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. Mushroom-like tang unlike other soft-ripened cheeses.

🍷 **Gewürztraminer, Grüner Veltliner**



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COOMBE FARM CHEDDAR PDO

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

One of three West Country 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.

🍷 **Kabinett, Sauvignon Blanc**

COULOMMIERS

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

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

🍷 **Crémant d'Alsace, Beaujolais**

CRESCENZA

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: COW

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.

🍷 **Prosecco**

D

DANISH BLUE PGI

COUNTRY OF ORIGIN: DENMARK

TYPE: BLUE MILK: COW

Easy introduction for new specialty-cheese consumers. Mild and creamy. White with distinctive blue veins and salty taste.

🍷 **Crémant d'Alsace, Danish beer**

DOUBLE GLOUCESTER

COUNTRY OF ORIGIN: GLOUCESTERSHIRE

TYPE: FIRM/HARD MILK: COW

Color ranges from pale cream to deep red-orange. Firm body and creamy texture, but not as firm as English Cheddar. Round, mellow flavor with orange tang upon finish.

🍷 **Condrieu, Syrah, British ale**

DUBLINER

COUNTRY OF ORIGIN: IRELAND

TYPE: FIRM/HARD MILK: COW

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

🍷 **Chenin Blanc, Pinot Blanc, Côtes du Rhône**

DURRUS

COUNTRY OF ORIGIN: IRELAND

TYPE: WASHED RIND MILK: COW

Handmade in the town of Coomkeen, near 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.

🍷 **Vouvray, Cabernet Sauvignon, Merlot**

DRY JACK

COUNTRY OF ORIGIN: UNITED STATES

TYPE: FIRM/HARD MILK: COW

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 as a table cheese with salami, dry ham, fruit or nuts.

🍷 **Savennières, Pinot Blanc**

E

EMMENTALER

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Made in 200-pound wheels from raw milk. Natural, firm, dry, yellowish-brown rind. Ivory to light yellow interior with firm texture and cherry-sized eyes. Nutty taste that can range from mild to pronounced.

🍷 **Gewürztraminer, Grüner Veltliner, Sangiovese**

ÉPOISSES PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

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.

🍷 **Sauternes, Marc de Bourgogne**

ESROM PGI

COUNTRY OF ORIGIN: DENMARK

TYPE: WASHED RIND MILK: COW

Known as Danish Port-Salut. Rich and aromatic. Yellow interior with irregularly shaped holes. Can become quite pungent and spicy as it ages.

🍷 **Danish beer, Gewürztraminer, Albariño**

EVORA PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: FIRM/HARD MILK: SHEEP

Wheels aged six to 12 months. Few or no holes in light yellow paste. Cardoon used to coagulate raw ewe milk.

🍷 **Vinho Verde, Ribatejo, Douro, Dão**

EXPLORATEUR

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Bloomy rind, triple crème. Very creamy, slightly grainy and salty. Should have pleasant aroma and slightly earthy taste reminiscent of mushrooms.

🍷 **Sparkling wine, Chardonnay, Pinot Noir**

F

FIORE SARDO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

More than 2,000 years old. Uncooked Fiore Sardo made from raw sheep milk in mountain huts, suspended over fireplace during primary aging. Today, may be made from pasteurized, blended cow and sheep milk. Aged two to eight months.

🍷 **Nero d'Avola**

FISCALINI CHEDDAR

COUNTRY OF ORIGIN: UNITED STATES

TYPE: FIRM/HARD MILK: COW

Raw-milk, English-style bandage-wrapped Cheddar. Very balanced with notes of butter,

grass and savory flavors.

🍷 **American craft ale, Gamay, Pinot Noir**

FLEUR DU MAQUIS HERBES

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: SHEEP

Furry mantle of rosemary needles and gray mold topped with red chili peppers and juniper berries. 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.

🍷 **Savignon Blanc, Sancerre**

FOL EPI

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Beautiful smooth cheese enrobed in a golden brown rind made from a wheat base. Unique loaf shape, smooth and creamy paste with a sweet, nutty taste.

🍷 **Chardonnay, Merlot, Pinot Noir**

FONTINA VALLE D'AOSTA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: SEMISOFT MILK: COW

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 young. Perfect for fondue.

🍷 **Ghemme, California Chardonnay**

FOUGERUS

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Bloomy-rind cheese from Tournan. Similar to Coulommiers and Brie. The name comes from the word fougère, meaning fern, after the single fern frond adorning the top of each wheel. Below the frond is a fluffy, white rind concealing a soft, creamy paste.

🍷 **Chardonnay**

FOURME D'AMBERT PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

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, blue mold aroma. Creamy texture and mild, fruity taste.

🍷 **Jurançon, Costières de Nîmes**

G

GABIETOU

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: MIXED

Large, washed wheel made from raw ewe and cow milk, traditional Pyrénées blend. Milky and hazelnut aromas. Rich, balanced taste, unctuous paste, edible rind.

🍷 **Madiran, Pinot Noir**

GAMONEDO PGI

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: MIXED

Mild smoky cheese produced in high meadows. Matured in natural caves for a minimum of two months. Natural rind with a gray mold. Buttery and spicy at the same time.

🍷 **Albariño, Oloroso Sherry**

GAPERON

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

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.

🍷 **Vodka, Tokaji**

GARROTXA

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: GOAT

Small Pyrénées cooperative revived this regional cheese developed long ago. Mild, buttery, clean taste. Gray blue rind, white paste. Aged a minimum of three weeks.

🍷 **Albariño, Blanc de Blanc Champagne**

GJETOST

COUNTRY OF ORIGIN: NORWAY

TYPE: FIRM/HARD MILK: GOAT

Made from whey, milk and cream. Dense and rindless. Caramelization during manufacturing creates characteristic color and sweetness. Sliced thin and served with waffles in Norway.

☕ **Coffee, Madeira**

GORGONZOLA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: BLUE MILK: COW

Sharp, spicy blue with wonderful creamy texture. 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. Domestic is similar to the sweet milk dolce latte Gorgonzolas of Italy.

🍷 **Barbaresco, Passito, Marsala Vergine**

GOUDA

COUNTRY OF ORIGIN: HOLLAND

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Beaujolais, Pinot Noir, Bordeaux, Riesling Spätlese,**

GRANA PADANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: GRANA MILK: COW

Hard, cooked, pressed cheese made from part skim milk in regions in the Paduan Plain 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.

🍷 **Barbaresco, Barbera d'Alba, Passito**

GRATTE-PAILLE

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT MILK: COW

Made from pasteurized milk for the United States. Double-crème cheese aged about three weeks. From Robert Rouzaire. Golden color; wrapped in paper. Hand ladled into brick shape; aged on straw mats. Milky, rich and very special cheese.

🍷 **Champagne, Givry, Chinon, Buzet**

GRAVIERA OF CRETE PDO

COUNTRY OF ORIGIN: GREECE

TYPE: FIRM/HARD MILK: SHEEP

Made exclusively in Crete from ewe milk or mixtures of goat milk. Ripened for at least five months. High-quality hard cheese with a slight sweet taste.

🍷 **Greco di Tufo**

GRAVIERA OF NAXOS PDO

COUNTRY OF ORIGIN: GREECE

TYPE: FIRM/HARD MILK: COW

Similar to Graviera of Crete but made with 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.

🍷 **Greco di Tufo**

GRUYÈRE

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

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 is also available.

🍷 **Gewürztraminer**

GRUYÈRE DE SAVOIE

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

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

🍷 **Gewürztraminer**

H

HOCH YBRIG

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Arneis, Grüner Veltliner, Tokaji**

HUMBOLDT FOG

COUNTRY OF ORIGIN: UNITED STATES

TYPE: SOFT MILK: GOAT

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

🍷 **Sparkling wine, Sauvignon Blanc, Pinot Noir**

I

IBORES PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: GOAT

Made with unpasteurized milk from Serrana, Verata and Retinta goats. Medium aged, it is direct, creamy and very buttery on the tongue. Rind is rubbed with olive oil or smoked paprika.

🍷 **White Rueda, Albariño**

IDIAZÁBAL PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

Smoked and made from whole, unpasteurized milk from Lacha and Carranzana breeds of sheep. Pronounced, piquant, buttery taste, slightly acidic; excellent balance between smoke and sheep.

🍷 **Txacoli, Verdejo (Rueda), Albariño**

IL PAGGETTO REALE

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: MIXED

Combination of creamy, delicate taste and strong flavor. Crust so light it is 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. Made from mixture of cow/sheep milk.

🍷 **Prosecco, Asti, Gattinara, Ghemme**

IMOKILLY REGATO PDO

COUNTRY OF ORIGIN: IRELAND

TYPE: FIRM/HARD MILK: COW

Produced in Mogeely — in ancient Gaelic, Ui MacCaille. Exceptionally long grazing period, from March to October, gives milk a distinctive color and flora, reflected in taste and color of the cheese.

🍷 **Champagne or sparkling wine**

J

JARLSBERG

COUNTRY OF ORIGIN: NORWAY

TYPE: SEMISOFT MILK: COW

Part skim-milk cheese often substituted for Emmentaler. 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.

🍷 **Alsace Sylvaner, Gewürztraminer**

K

KASSERI PDO

COUNTRY OF ORIGIN: GREECE

TYPE: PASTA FILATA MILK: MIXED

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 usually 80 to 100 percent cow's milk.

🍷 **Pinot Grigio**

KEEN'S FARMHOUSE CHEDDAR

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Clothbound raw-milk Cheddar made by the Keen family in Somerset. Aged for minimum of 12 months. Rich, nutty, earthy and tangy.

🍷 **Cabernet Sauvignon, Bordeaux**

KEFALOTIRI

COUNTRY OF ORIGIN: GREECE

TYPE: FIRM/HARD MILK: MIXED

Made from sheep and goat milk or a mixture of the two. Has a salty, piquant taste and unique rich aroma obtained after ripening for at least three months.

🍷 **Crisp dry white wine**

L

LADOTIRI PDO

COUNTRY OF ORIGIN: GREECE

TYPE: FIRM/HARD MILK: MIXED

Made 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.

🍷 **Verdea, Orzo**

LANGRES PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

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.

🍷 **Champagne, Burgundy**

LAGUIOLE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Made in the Aubrac Mountains since the 4th century. Similar to Cantal. Pressed, uncooked cylinder. Natural dry, light orange and white rind that darkens with age. Firm, tight texture. Tangy, sharp flavor. Hints of mountain grasses and thyme.

🍷 **Côtes du Frontonnais**

LA SERENA PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: SHEEP

Rich and creamy, it combines a fruity sharpness with an earthy, pungent flavor. As the cheese ages, its rind becomes leathery and the interior ripens to a soft, smooth spreadable paste.

🍷 **Albariño, Tempranillo**

L'ÉTIVAZ

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD 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.

🍷 **Gewürztraminer, Grüner Veltliner**

LEYDEN PDO

COUNTRY OF ORIGIN: HOLLAND

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Heineken beer**

LIVAROT PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

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.

🍷 **Normandy Cider, Alsace Vendanges Tardives**

M

MAHÓN PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: COW

Name given to all Spanish cheeses produced on Menorca Island. Square with rounded edges. Tangy, salty and sour; it has a light colored interior. Consistency of a hard grana. Smooth, closed rind is oily and yellow or slightly orange due to treatment with paprika.

🍷 **Red Bordeaux, Ribera del Duero, Oloroso Sherry, Tawny Port**

MAJORERO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: GOAT

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 raw milk.

🍷 **Cava Brut, Rías Baixas, Oloroso Sherry, Manzanilla**

MANCHEGO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

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. Has a well-developed but not too strong taste. Buttery and slightly piquant with sheep-milk aftertaste.

🍷 **Sherry, Navarra, California Zinfandel**

MANOURI PDO

COUNTRY OF ORIGIN: GREECE

TYPE: SEMISOFT MILK: MIXED

Soft, whey milk cheese enriched with milk or cream for melt-in-the-mouth flavor. Lemony finish. Excellent for dessert with fruit, nuts, honey. Very mild and creamy. Melts well.

🍷 **Sauvignon Blanc, Pinot Gris**

MASCARPONE

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: COW

Very high butterfat content. Very rich and creamy with a velvety texture. Taste should be mild and almost sweet, never bitter, lumpy or salty. Flavored varieties gaining in popularity.

🍷 **Recioto di Soave, Passito di Pantelleria**

MIMOLETTE

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

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

🍷 **Saint-Véran**

MIZITHRA

COUNTRY OF ORIGIN: GREECE

TYPE: FIRM/HARD MILK: SHEEP

Hard, white whey cheese. Mild, salty and shaped like ostrich egg. When young, smooth and nutty. Aged version most often

found in the U.S. is firm, pungent and excellent for grating.

🍷 **Greek white wine**

MONTASIO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Beautifully proportioned wheels named for the Montasio mountain range, enjoyed at several ages. Extra-aged version prized for deep, intense, tangy butterscotch flavor. Grayish-brown rind with cream-colored interior.

🍷 **Cabernet Sauvignon, Merlot**

MONTE ENEBRO

COUNTRY OF ORIGIN: SPAIN

TYPE: SOFT-RIPENED MILK: GOAT

From Tiétar valley in Ávila. 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.

🍷 **Gewürztraminer, Kabinett, Tokaji**

MONTE VERONESE PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Semi-cooked whole or skim milk wheel with a thin, elastic rind. Matured version is part-skim Monte Veronese d'Allevio, aged up to six months. Yellowish paste is fragrant with hint of sharpness.

🍷 **Bardolino, Recioto di Soave**

MONTGOMERY'S CHEDDAR

COUNTRY OF ORIGIN: ENGLAND TYPE:

FIRM/HARD MILK: COW

Made by Jamie Montgomery at Manor Farm near Cadbury, Somerset. Unpasteurized cow milk, traditional rennet. Full, long-flavored cheese with deep, fruity, meaty, toasted, caramelized notes.

🍷 **White or red Châteauneuf-du-Pape, vintage Port**

MORBIER PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

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

🍷 **Gamay, Riesling, Sancerre**

MOZZARELLA DI BUFALA CAMPANA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: BUFFALO

The original Mozzarella, always pre-packaged at the source. Filaments are pulled like taffy, shaped into a moist round, oval or braid, small nuggets, cherry-sized balls or pearls. Sweet and milky taste with a distinct tang.

🍷 **Fiano di Avellino**

MUNSTER PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Original Munster from France. Big-flavored, nutty with an aromatic rind. Creamy texture.

🍷 **Gewürztraminer**

MURAZZANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: SOFT-RIPENED MILK: MIXED

Similar to Robiola di 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.

🍷 **Prosecco, Roero, Langhe, Ghemme**

MURCIA AL VINO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: WASHED RIND MILK: GOAT

Pressed paste, washed, uncooked curd. Intense white color and creamy, elastic texture. During ripening, bathed in red wine for variable lengths of time, giving rind its characteristic color and strong floral bouquet.

🍷 **Jumilla**

N NISA PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: FIRM/HARD MILK: SHEEP

Supple, yellowish paste, small eyes. Robust, earthy, pleasantly acidic. From Alentejo, where Merino sheep graze under cover of oak groves.

🍷 **Vinho Verde, Ribatejo, Douro**

O OLD BRUGES

COUNTRY OF ORIGIN: BELGIUM

TYPE: SEMISOFT MILK: COW

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.

🍷 **Fruity Merlot, St. Émilien Bordeaux, dry Alsatian Riesling**

OSSAU IRATY PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: SHEEP

Made in Basque Region and Béarn 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.

🍷 **Cabernet Franc, Jurançon, Pilsner or Lager beers**

P PARMIGIANO REGGIANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: GRANA MILK: COW

Full, fruity with a slightly salty tang. Seasons directly influence flavor. Spring-made has soft yellow rind, delicate flavor, herbal scent. Summer-made is drier, more pungent, perfect for grating. Fall-made has a higher casein content suitable for longer aging. Due to cows' dry hay diet, winter-made may carry aromatic notes of exotic fruit and pineapple.

🍷 **Prosecco, Lambrusco, light or medium bodied red**

PECORINO ROMANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

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.

🍷 **Teroldego Rotaliano**

PECORINO SARDO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

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.

🍷 **Brunello**

PECORINO SICILIANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Oldest cheese in Sicily, written about by ancient Greeks. Cylindrical, uncooked hard cheese made from sheep milk and ripened for four months. Pungent, pleasant aroma and sharp taste. Used as table cheese or for grating.

🍷 **Nero d'Avola, Syrah, Moscato di Pantelleria**

ANOTHER CHEESE FROM WISCONSIN MADE WITH PRIDE

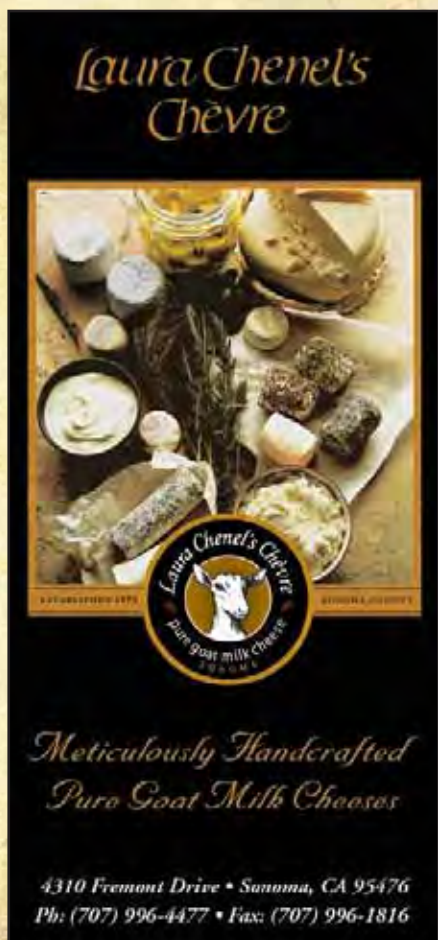
BLUE takes home GOLD

Mindoro Blue® and Mindoro Gorg® took Gold in their categories at the 2009 Los Angeles International Dairy Competition!

MINDORO BLUE® AUTHENTIC DANISH STYLE BLUE CHEESE

MINDORO GORG® AUTHENTIC GORGONZOLA CHEESE

Swiss Valley Farms



PECORINO TOSCANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Natural rind with ivory interior that darkens and gets oilier with age. Flavor ranges from mild to piquant but always with nutty olive flavor.

🍷 **Chianti Classico**

PERAIL

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: SHEEP

Made in Midi-Pyrénées region. Whitish, yellowish disk. Smells of sheep milk with smooth texture like very heavy cream. Soft and velvety.

🍷 **Saint Chinian**

PETIT-SUISSE

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT MILK: COW

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

🍷 **Bordeaux, Bourgogne**

PIAVE

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Raboso, Primitivo, Prosecco**

PICÓN BEJES-TREVISO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: BLUE MILK: MIXED

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.

🍷 **Moscatel (Málaga)**

PIERRE ROBERT

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

From Robert Rouzaire. Triple-crème similar to Brillat-Savarin but aged longer to develop even richer texture. Made from whole pasteurized milk enriched with crème fraîche; 75 percent fat. Buttery, smooth with snowy white rind and characteristic tang; decadent and incredibly rich.

🍷 **Bordeaux, Champagne**

PLEASANT RIDGE RESERVE

COUNTRY OF ORIGIN: UNITED STATES

TYPE: FIRM/HARD MILK: COW

Fruity, nutty and complex with a long, sweet finish. With age, toasted nuttiness and butterscotch flavors emerge. Rivals famous mountain cheeses of France, such as Beaufort.

🍷 **Chardonnay**

PONT-L'ÉVÊQUE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

Washed-rind cheese made from pasteurized milk. Square shaped and packed in wooden box. Very popular French cheese, creamy and

a little smelly but not unpleasant.

🍷 **Condrieu, Cider**

PORT-SALUT

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Trappist or monastery-style cheese. Mild, creamy, butter-like. Originally made by Trappist monks in Entrammes at Port du Salut Abbey. In 1950, name was sold to Bel, a large factory producer in Lorraine.

🍷 **Chinon, Bourguel**

PROVOLONE VAL PADANA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Semi-hard, smooth-rinded whole cow-milk cheese. Shaped like a salami, melon, cone or pear, it may have a topknot. Taste varies from sweet to sharp depending on rennet used. When young, very mild, supple and white in color with a spicy overtone. With age, aromatic and yellower with small fissures or cracks; flavor is more pronounced and spicy with a salty bite. After 18 months, very assertive.

🍷 **Australian Syrah, Chianti**

Q QUESUCOS DE LIÉBANA PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FRESH MILK: MIXED

Small cheeses made from cow, sheep, goat or a mixture of milk in conical or cylindrical shapes. Aged minimum of two weeks. Regular variety is smooth with a sharp, buttery taste. Smoked is more developed.

🍷 **Albariño, Verdejo**

R RACLETTE

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Firm, uncooked, pressed cheese, nutty flavor, silky texture. Traditionally heated in front of fire or with special machine and then scraped onto bread or fingerling potatoes.

🍷 **Vin de Savoie**

RAGUSANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Aged, block-shaped pasta filata cheese made from whole, raw cow milk. 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.

🍷 **Nero d'Avola, Cerasuolo di Vittoria, Merlot, Syrah**

RED LEICESTER

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Cloth-bound. Firm, flaky, buttery texture and slightly sharp butterscotch richness, rather nutty and medium-strong flavor. Marvelous deep orange color.

🍷 **Pinot Noir, oaky Chardonnay**

RICOTTA SALATA

COUNTRY OF ORIGIN: ITALY,

TYPE: FIRM/HARD MILK: SHEEP

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

🍷 **Nero d'Avola**

ROBIOLA BOSINA

COUNTRY OF ORIGIN: ITALY

TYPE: SOFT MILK: MIXED

Little square of mixed cow- and sheep-milk cheese; delicate; ripens to delicious runny, mild, sweet interior. Rind strong enough to hold it together; a taste treat by itself.

🍷 **Merlot**

ROBIOLA CASTAGNA

COUNTRY OF ORIGIN: ITALY

TYPE: SOFT MILK: MIXED

Mixed milk cheese primarily from goat milk. Small, round disk of fresh cheese wrapped in chestnut leaves, giving it an earthy flavor with pure white interior. When young, chalky texture; creamier texture as it ages.

🍷 **Sauvignon Blanc**

ROBIOLA DI ROCCAVERANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: MIXED

From Asti and Alessandria, white cylinder, neither ripened nor aged. Skin develops over fine paste. Prized for delicate aroma and lightly sour, savory taste. Up to 85 percent cow milk, at least 15 percent goat or sheep milk.

🍷 **Asti Spumante**

ROGUE RIVER BLUE

COUNTRY OF ORIGIN: UNITED STATES

TYPE: BLUE MILK: COW

Very rich. Aged for one year before being covered in Syrah grape leaves macerated in Clear Creek Pear Brandy, imparting a lovely roundness and the flavors of the Rogue River Valley.

🍷 **Cabernet Sauvignon, Gewürztraminer**

RONCAL PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

One of Spain's oldest cheeses. 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.

🍷 **Sauvignon Blanc, Navarra, Rioja**

ROQUEFORT PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: SHEEP

Most famous French blue and significant in any cheese lineup. Soft, but crumbly and moist. Abundant blue-green veining. Full-bodied butterscotch-sweet yet spicy with distinctive aroma. Powerful and highly prized raw-milk cheese.

🍷 **Vintage Maury, Sauterne, Barsac**

ROSSINI

COUNTRY OF ORIGIN: ITALY

TYPE: BLUE MILK: COW

Made with whole pasteurized cow milk. Cured in must of passito grapes used to make Pantelleria wine. Rich hints of apricots and almonds.

🍷 **Moscato Passito di Pantelleria**

S

SAINT ANDRÉ

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

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.

🍷 **Sparkling wine**

SAINT MARCELLIN

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Soft and creamy. 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.

🍷 **Grüner Veltliner, Riesling**

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SAINT NECTAIRE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

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.

🍷 **Côtes du Rhône**

SALERS PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Similar to Cantal and from the same region. Produced only in the summer from raw milk. Aged three to 18 months, complex, fruity and supple. Wheels marked Tradition Salers made exclusively from milk of the Salers breed.

🍷 **Costières de Nîmes, Cahors**

SAN SIMÓN PGI

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Albariño, Mencia (Bierzo), Sherry**

SÃO JORGE PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: FIRM/HARD MILK: COW

Unpasteurized whole-milk cheese. Edible rind. Firm, yellow paste with small, irregular

eyes. Tangy, peppery taste. Used as an ingredient or eaten with bread.

🍷 **Vinho Verde, Ribatejo**

SBRINZ

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

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.

🍷 **Pinot Blanc**

SCAMORZA

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Young, mild, ivory-colored cheese is similar to Mozzarella but drier, chewier and pear-shaped with a top knot. Made from buffalo milk in Campania and from sheep milk in Puglia. Scamorza Affumicata is the smoked version.

🍷 **Fiano di Avellino, Greco di Tufo**

SELLES SUR CHER PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: GOAT

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.

🍷 **Sancerre, Albariño**

SERRA DA ESTRELA PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: SEMISOFT MILK: SHEEP

Handmade aged wheel 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 flavor.

🍷 **Pinot Noir**

SHROPSHIRE BLUE

COUNTRY OF ORIGIN: ENGLAND

TYPE: BLUE MILK: COW

Cylindrical with rough brown rind, bright orange crumbly interior and generous beautiful blue veining. Piquant, rustic flavor. Exceptional blue.

🍷 **Port, dessert wines**

SINGLE GLOUCESTER PDO

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Made from skim milk. Firm-bodied but moist with more of an open texture than Double Gloucester. Delicate creamy taste with pleasant, slightly sharp freshness on finish.

🍷 **Young Côtes du Rhône, Porter, Brown Ale**

STILTON PDO




COUNTRY OF ORIGIN: ENGLAND

TYPE: BLUE MILK: COW


Good Stilton rind exudes wonderful aromas of cellars, stonewalls and molds. Perfect Stilton is rich and creamy, not dry and crumbly, with a clean, lasting, tangy finish. Should not be sold too young, when it can be bitter and dry.

🍷 **Tawny Port, Sauterne**

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T

TALEGGIO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: WASHED RIND MILK: COW

Rosy-brown rind with soft thin crust. 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.

🍷 **Riesling, Gewürztraminer, Pinot Noir**

TELEME

Country of Origin: United States

Type: Soft-ripened Milk: Cow

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 a rice flour crust.

🍷 **Riesling, Gewürztraminer, Pinot Noir**

TÊTE-DE-MOINE

Country of Origin: Switzerland

Type: Firm/Hard Milk: Cow

Created at the Monastery of Bellelay, this is the 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.

🍷 **Beaujolais (Gamay), California Pinot Noir, Viognier**

TETILLA PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: COW

Tetilla translates to "nipple." Traditionally flattened, pear-shaped cone with small nipple on top. Easily recognized by shape and smooth, fine, straw-colored rind. Soft and creamy with mild flavor.

🍷 **Godello/Valdeorras, Sherry**

TILSITER

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: SEMISOFT MILK: COW

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.

🍷 **Viognier**

TOMA PIEMONTESE PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Cow or mixed milk with a fat content no lower than 18 percent. Pressed, semi-cooked cylinder made throughout Piedmont since Roman times. Varied appearance and size. Flavor sweet to deep and savory.

🍷 **Grignolino, Gattinara**

TOMMASINO CAPRINO

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: GOAT

Fluffy, light and delicate fresh goat-milk cheese. Produced by La Capreria, a small organic farm near Monti Berici in northeastern Italy. Free-range goats eat neither silage nor fodder.

🍷 **Prosecco**

TOMME DE SAVOIE PGI

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Pressed, uncooked raw-milk wheel aged three to six months. Rough gray rind develops flora and cellar aromas; subtle, creamy flavored paste. In Savoy, refers to cheese made with leftover milk, whole or skim.

🍷 **Côtes du Rhône**

TORTA DEL CASAR PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: SHEEP

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.

🍷 **Albariño, Rioja, Priorat**

U

UBRIACO AL RECIOTO DI GAMBELLARA

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Underneath a layer of sweet wine and aromatic grape must is stravecchio Monte Veronese d'Allevio PDO. 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.

🍷 **Prosecco**

UBRIACO AL TORCOLATO DI BREGANZE

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Asiago d'Allevio PDO soaked in golden Italian dessert wine. Allowed to dry on mats to achieve concentrated heady flavor with characteristics of sweet wine. Delicate taste with full, warm, slightly alcoholic glow.

🍷 **Breganze**

V

VACHERIN FRIBOURGEOIS

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: SEMISOFT MILK: COW

Classic fondue cheese; also delicious as a table cheese. Reddish brown rind and light golden interior. When young, mild and fresh. Becomes flavorful with age.

🍷 **Grüner Veltliner**

VACHERIN MONT D'OR

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: SEMISOFT MILK: COW

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.

🍷 **Beaujolais Nouveau, Champagne**

VALDEÓN PGI

COUNTRY OF ORIGIN: SPAIN

TYPE: BLUE MILK: MIXED

Like Cabrales, cave-aged and may blend cow,

goat and/or sheep milk. Unlike Cabrales, milk pasteurized and wheel wrapped in huge sycamore leaves. Dramatic, deep blue veining; wows palate with buttery balance of three milks, dominant of which is cow. Spicy, piquant with sweet undertone and persistent finish.

🍷 **Pedro Ximénez**

VALENÇAY PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: GOAT

Natural light-brown rind. Small pyramids about three 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.

🍷 **Sancerre**

VALTELLINA CASERA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Evolved in 18th century Sondrio 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.

🍷 **Franciacorta, Valtellina Superiore, Sforzato di Valtellina**

W

WENSLEYDALE

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Dry, smooth, semi-hard cheese. Shares traits with young Cheddar, White Stilton and Caerphilly. Crumbles into chunks while maintaining creamy mouthfeel. Popular for bright zing and honeyed aroma that goes well with fresh fruit. Available with cranberries, blueberries, apricots.

🍷 **Beaujolais (Gamay), Viognier**

WEST COUNTRY FARMHOUSE CHEDDAR PDO

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Firm, dense, almost chewy. Tangy, wonderfully complex aromas and taste with nutty rich hints of fresh hay. Southwest England considered the birthplace of Cheddar. Farm-made from pasteurized or raw milk. Farm-matured, aged a minimum of nine months. Traditional and block.

🍷 **Sparkling wines, Port, Beer, Cider**

Z

ZAMORANO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

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.

🍷 **Albariño**

Pocket-Sized Pathogen Detection – DNA Dipstick Lends Ease And Comfort To Food Safety

01.sep.09

Los Alamos National Laboratory

Mig Owens

www.lanl.gov/news/currents/2009/sept/cary.shtml

Recalls in recent years of spinach, tomatoes and beef demanded time-consuming, costly laboratory tests to track down the origin of contamination. A new, simpler approach is being taken by Bruce Cary, staff member in Biosciences Division currently on entrepreneurial leave with Mesa Tech International Inc. of Santa Fe.

The company's "DNA dipstick" will allow fast, accurate food pathogen detection in a hand-held, battery-operated device that eliminates the need not only for expense and lab infrastructure but also for user expertise.

"Our goal is to have a disposable device anyone could pull out of their pocket to obtain nucleic acid sequence-level data within an hour regardless of where you might find yourself on the planet – whether it be in a village in a resource-limited country with no electricity or running water or in a food-processing plant in a first-world nation," said Cary.

Developed at the Laboratory, the technology is expected to detect multiple pathogens at once and will complement research funded by the National Institutes of Health – for diagnosis of influenza and other viral and bacterial infections in humans – and by the Citrus Research Board – for detecting and identifying the diseases of agricultural crops.

Future uses of the DNA dipstick may include detecting meat products in supposedly vegetarian foodstuff, as well as certain individualized medicine and individual susceptibility testing applications and tests for the evaluation of therapeutic efficacy.

Mesa Tech envisions that the first products will be available in two years with a more refined device in three. Helping to make this goal possible is a recent award by the LANS Venture Acceleration Fund of approximately \$100,000.

Restaurant *Salmonella* Enteritidis Outbreak Associated With An Asymptomatic Infected Food Worker

01.nov.09

Journal of Food Protection, Volume 72, Number 11, pp. 2332-2336(5)

Hedican, Erin; Hooker, Carol; Jenkins, Timothy; Medus, Carlota; Jawahir, Selina; Leano, F.E.; Smith, Kirk

www.ingentaconnect.com/content/iafp/jfp/2009/00000072/00000011/art00014

Abstract: *Salmonella* is the most common bacterial cause of foodborne outbreaks in the United States; approximately half of *Salmonella* outbreaks occur in restaurant settings. In February 2008, investigation of a cluster of *Salmonella enteritidis* cases with indistinguishable pulsed-field gel electrophoresis (PFGE) patterns revealed that five cases had eaten at the same restaurant. Cases were identified through routine surveillance activities and by contacting meal companions of culture-confirmed cases. Well meal companions and well patrons contacted via check stubs served as controls. Illness histories and stool samples were collected from all restaurant employees. Sandwiches were the only menu item or ingredient significantly associated with illness (15 of 15 cases versus 17 of 37 controls; odds ratio, undefined; $P < 0.001$). None of the six restaurant employees reported experiencing recent gastrointestinal symptoms. The outbreak PFGE subtype of *Salmonella enteritidis* was identified in two food workers. One of the positive employees began working at the restaurant shortly before the first exposure date reported by a case, and assisted in the preparation of sandwiches and other foods consumed by cases. The other positive employee rarely, if ever, handled food. The restaurant did not have a glove use policy. There was no evidence of ongoing transmission after exclusion of the positive food workers. This was a restaurant *Salmonella enteritidis* outbreak associated with an asymptomatic infected food worker. Routine PFGE subtyping of *Salmonella enteritidis* isolates, routine interviewing of cases, and an iterative approach to cluster investigations allowed for timely identification of the source of an outbreak of *Salmonella enteritidis* infections.

Prevalence, Persistence And Control Of *Salmonella* And *Listeria* In Shrimp And Shrimp Products: A Review

01.apr.10

Food Control, Volume 21, Issue 4, Pages 343-361

M.N. Wan Norhana, Susan E. Poole, Hilton C. Deeth and Gary A. Dykes

www.sciencedirect.com

Abstract: Shrimp are an important commodity in the international fisheries trade and there is an indication of an increase in worldwide consumption of this crustacean. *Salmonella* and *Listeria* have been isolated from shrimps and shrimp products on a regular basis since the 1980s. The continued reporting of the presence of these pathogens in fresh and frozen shrimps, and even in the

Martin Mitchell, technical director of the Refrigerated Foods Association (RFA) and president 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.

lightly preserved and ready-to-eat products, indicates that the existing practices used by the manufacturers or processors are insufficient to eliminate these pathogens. This paper reviews the information available on *Salmonella* and *Listeria* in shrimp and makes recommendations on control options and avenues for future research in order to improve shrimp safety and quality.

Global Group Launches New Food-Safety Web Site

08.oct.09

Meatingplace

Hillary Proctor

www.meatingplace.com/MembersOnly/webNews/details.aspx?item=13983

The Global Harmonization Initiative, a nonprofit association of scientific groups and individuals promoting harmonization of global food-safety regulations and legislation, has announced its newly redesigned Web site, viewable at globalharmonization.net.

GHI's new site features updated information on GHI Working Group activities, such as consensus proposal regarding antibiotic residues in foods, *Listeria* in ready-to-eat meals and high-pressure processing for safer foods. It also contains a link for visitors to purchase GHI's new book, *Ensuring Global Food Safety: Exploring Global Harmonization*, published in November.

"We encourage scientists from industry, government and academia working in the field of food safety to join us in our effort to provide decision-makers the tools to harmonize food-safety laws and regulations by using the enrollment form online," said GHI president Huub Lelieveld.

Based in Vienna, Austria, GHI was founded in 2004 with an aim to achieve consensus on the science of food regulations and legislation as a means of ensuring safe and wholesome food for consumers all over the world.

The New Frugality



By
Sharon Olson
President
Olson
Communications
Chicago, IL

Americans are getting creative about enjoying a great dining experience in the new economy, and a new survey points to lots of opportunities for delis to step up and once again exceed their customers' expectations.

A new survey from the Culinary Visions Panel, a program led by Chicago, IL-based Olson Communications, shows the "new frugality" mindset is more about alternatives than deprivation. In an on-line survey of over 200 consumers, 53 percent of consumers indicated they have changed their dining habits in the last year as a result of the economy.

Redefining Home Meals:

Forty-two percent of respondents to the survey said they are buying prepared foods from their supermarket deli instead of dining out more often. Almost half (49 percent) of consumers who continue to frequent restaurants indicated they were picking up carryout more often and supplementing it with beverages and sides at home.

Many consumers talked about value shopping and getting the most for their money rather than simply the lowest price. An unexpected side effect of the new frugality for some families was a return to the family dining table. Sharable portions and family meals were generally considered great values. Consumers also said they noticed more specials and more creative flavor choices.

Many of the consumers in this study considered the resurgence in home cooking a positive lifestyle choice emerging from the economy. One respondent said she will order "the less expensive meals while dining out, but purchase seafood and steaks and try to learn more new recipes to cook at home."

Do-It-Yourself Catering: Among the evolving behaviors, consumers were more often looking to their local deli for party trays and upscale appetizers to create their celebrations at home rather than in a restaurant.

Sixty-five percent of consumers reported celebrating at home instead of dining out. In verbatim comments, consumers said they were not hiring caterers but relying on the local deli or supermarket for deli trays and party snacks. For consumers who had not previously considered this an option, there was some pleasant surprise at the high quality and variety of offerings available to them.

The Emerging Combination Dining Experience:

A smaller number of consumers talked about creative ways of combining at-home and away-from-home dining. One of the positive lifestyle alternatives beginning to emerge is before and after home dining. Twenty-two percent of respondents said they were having appetizers at home and

approximately one-fourth said they are having cocktails at home before dining out. Forty-two percent of respondents said they were serving dessert at home after dining out more often than they were a year ago.

Snack Savings: Sixty percent of the survey respondents said that they were packing their own snacks instead of buying prepared snacks more often than a year ago. Forty percent of consumers said they were purchasing a snack to replace a meal more often than a year ago. Some said their snack behavior had changed to save money and others noted it changed to a more healthful portion.

Offering healthful, convenient snacking alternatives that consumers can customize and assemble themselves to save money can capture a big bite of this growing day-part. Since consumers are brown bagging more often, appropriate snack-size offerings from the deli could enhance sales and cus-

tomers satisfaction.

Generation Gap: The study showed a significant difference in the way younger respondents (18-24) are dealing with the new frugality versus older consumers (55-plus). Older consumers were far less likely to report cutting back in their dining out and current food purchasing patterns. In fact, 76 percent of these consumers reported they had not changed their eating habits as a result of the economy in the past year.

Younger consumers reported the highest incidence of changes related to the economy, with 68 percent reporting changes in their behavior in the last year related to the economy. These consumers tended to be the most responsive to coupons, discounts and value-priced offerings.

The New Frugality Emerges As The New Normal: The survey asked what cost-conscious behaviors consumers are likely to continue doing when the economy picks up. Many said they will keep doing everything they are doing now. The most common themes included: being generally more frugal with money, using coupons, cooking more at home and going out less and sharing food.

The precarious economy has been a learning experience that has often been incredibly painful. But when it comes to consumers' relationships with food, there may be a slow return to "dining as usual" as many of the respondents to the survey indicated a new awareness of value and how and where they choose to dine.

About the Culinary Visions Panel: The Culinary Visions Panel includes an annual roundtable discussion with food-industry leaders from retail, foodservice and culinary education disciplines. Their insights are used to craft a series of consumer surveys on emerging issues throughout the year.

DB

Many consumers talked about
value shopping and getting the
most for their money rather than
simply the lowest price.

Blast From The Past

I

Valley Lahvosh Baking Company

In 1922, Valley Lahvosh Baking Company was founded in Fresno, CA, by Gazair Saghatelian as the California Baking Company. Before emigrating to the United States in the early part of the 20th century from his native Armenia, Gazair had been a master baker, famous for creating delicious breads and crackerbreads.

The company originally served primarily the Armenian community in Fresno but as news of the crackerbread spread, people throughout the region took notice. Today Valley Lahvosh products are found throughout the United States.

Gazair's youngest daughter Janet is the company's president and her daughter Agnes is its vice president. Still in its original historic location after 87 years, Valley Lahvosh continues its commitment to Gazair's quality and goodness.



Blast From The Past is a regular feature of DELI BUSINESS. We welcome submissions of your old photos, labels or advertisements along with a brief description of the photo. Please send material to: Editor, DELI BUSINESS, P.O. Box 810217, Boca Raton, FL 33481-0217 or e-mail DeliBusiness@phoenixmedianet.com. For more information contact us at (561)994-1118

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