

2018

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# CHEESE BUYER

MAGAZINE

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# WELCOME TO CHEESE BUYER

**Welcome to *Cheese Buyer*, brought to you by the publishers of *Speciality Food*.**

Britain's cheese industry is proudly full of tradition, expertise honed over generations and a deep, long-standing connection between producer and seller, but that's not to say that the sector is old fashioned. While there are certain rules – and regulations – in place to ensure that cheese reaches the end consumer in optimum condition which can't be messed around with, there is a kaleidoscope of experimentation at play when it comes to tastes, formats and selling techniques. It's this meeting of old and new which makes the cheese industry appeal to me; the combination of ancient tradition and modern thinking. In line with this, within the pages of *Cheese Buyer* you'll



find a full overview of the cheese world – profiles of both stalwarts from across Europe, from Le Gruyère AOP to Grana Padano and Parmigiano Reggiano, and modern British classics such as Cornish Blue, Godminster and Quickses. A look behind the scenes at Selfridges' cheese counter as well as profiles of some of the most renowned cheesemongers in the world. An exploration of the art of affinage, and a comprehensive, practical guide to cutting and storing your cheese.

We also highlight a number of the brands worth knowing about, and share not only news of the latest launches but also what makes them most sellable to your customers.

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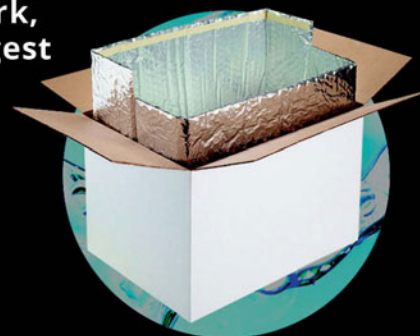


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## KALTBACH CREAMY FACT FILE

### APPEARANCE:

A 4.2kg wheel of uniform semi-hard cheese. There is a smooth, natural black rind and a label on top

### TEXTURE:

Semi-soft mountain cheese. A few pea-sized holes are sometimes on show

### COLOUR:

Pale yellow/ivory

### AROMA:

Fresh and sweet

### FLAVOUR:

A strong, mature and well-rounded aromatic flavour

### PAIR WITH:

Crusty bread and a good Spanish red wine

# CAVE-AGED QUALITY

*Cheese Buyer explores Kaltbach Creamery's caves to find out more about its world-class cheeses*

**L**ying deep within the Santenberg sandstone mountain in Switzerland are the Kaltbach caves, the home and maturation chambers for world-renowned cheeses such as Kaltbach Le Gruyère AOP, Kaltbach Emmentaler and the increasingly popular Kaltbach Creamy. The caves have been used to age cheese since as far back as the 1950s. Located in the municipality of Mauensee, it has been owned by speciality Swiss cheese importer Emmi since 1993. In 2005, Emmi launched its Kaltbach brand to market speciality cheeses from the sandstone cave.

The cave boasts 94% air moisture and temperatures range from between 10 and 12.5°C all year round – these conditions are created due to the cave's mineral-created climate. Originally, when the cheeses were first left in the cave to mature, the cheesemakers became alarmed due to the cheese changing colour, but they discovered that when the rind colour changes, the cheese is actually ripening into a perfect consistency and mellow taste.

Cave-aged Kaltbach Le Gruyère AOC will spend 12 months stored

in these carefully controlled conditions, enabling it to develop to gourmet perfection. The full-flavoured but smooth raw milk classic has a distinctive rustic rind and tangy taste which results from this intense maturing process. The same goes for the much-loved Kaltbach Emmentaler AOC, which is also aged for a minimum of 12 months. This hard cheese boasts a black-brown patina, which sets it apart from the Gruyère.

### Cave-aged character

"The Kaltbach caves are vital in the cheese maturation process," explains Stephen Kimber, Emmi's head of cheese sales in the UK. "They provide a natural and consistent temperature and humidity, which is vital for maturation and enabling the Kaltbach cheeses to develop their distinctive flavour. Not all cheeses are selected or able to survive in caves, so only certain cheeses are specially selected."

One of those specially selected cheeses is Kaltbach Creamy, a semi-hard variety with a natural black rind. It is matured in the caves for five months to develop a creamy and buttery texture



with a strong, mature taste. Its distinctively creamy texture is achieved thanks to a high proportion of cream, which sets it apart from other semi-hard varieties of cheese.

Since developing the cheese, Emmi has witnessed it garner a reputation to rival its Gruyère and Emmentaler cave-mates. "Kaltbach Creamy continues to experience strong sales growth, we doubled our sales last year," says Stephen. "The sales growth is all down to the taste performance of the cheese. It is extremely moreish and a very universal cheese, it appeals to all ages and all palates. It is also great to cook with."

### Coveted and creamy

To meet the growing demand for its cave-aged cheeses, Emmi extended its underground maze-like cave system between 2008 and 2010 from 970 to 2,130 metres, thus creating room for around 150,000 cheese wheels. This forward-thinking contributed to more varieties of its portfolio of Kaltbach cave-aged cheeses being made available, with a landmark 100,000 wheels of Kaltbach Creamy leaving the cave in 2016.

The development process of Emmi's cave-aged cheeses doesn't end there, with the company keen to create other options for the public to enjoy. "The future of the Kaltbach caves is extremely exciting," he says. "Along with our award-winning Kaltbach Le Gruyère, Emmentaler and Creamy, we are constantly striving to find the next cheese that will benefit from the unique Kaltbach cave-ageing process."

# SELLING CHEESE IN 2018

*Meet the next generation  
of cheesemongers*

**C**heese selling has long been considered an artform. From cutting techniques to ensuring that cheeses reach their end consumer in the best possible condition, there's more to cheesemongering than simply passing a pre-packed wedge to your customer over the counter. Some of these techniques are timeless while others change according to the changing consumer demand and wider social evolutions. For example, think back to 2000. Did you have an e-commerce site for your cheese? The likes of Twitter, Facebook and Instagram hadn't yet been founded, so how did you share news of your promotion and new additions to your counter? Now think back to 50 years ago. If you visited your local cheesemongers, who would you be more likely to be served by: a man or a woman? We speak to two contemporary cheesemongers to see how they've adopted a modern approach to the traditional skill of cheese selling – and how they overcame challenges and conventions to create their unique successes.

## **Mathew March-Smith introduces Pong: a modern cheese retailer inspired by the past**

As a child, growing up in Oxfordshire, my mother dragged me frequently to visit some friends in nearby Streatly, who ran the village shop. They had turned an old grocer's store into an extraordinary cheese emporium, with whole cheeses maturing on all surfaces, in the shop front and down in the cellar below. The pungency of the smell, specifically to the nostrils of a six-year-old, was unbearable and made an indelible mark on my senses. As it happened this shop was the most important cheese shop in the history of the current UK speciality cheese industry because it



MATHEW MARCH-SMITH

was run by the charming, monocled cheese legend, Major Patrick Rance and his wife Janet. Pat Rance was a champion of real cheese and is rightly credited with saving specialist cheeses from extinction. The aroma of his shop in Streatly is also what gave our company 'Pong' its name.

As an adult, my early career was always with the internet, from making basic marketing campaigns that worked on slow, dial up connections, to making the first e-shop for clothing and food brands such as SweatyBetty and Tesco. When I wanted to start my own business therefore, if it was a shop, it was going to be only online. What's interesting about the name and brand Pong, is that while it's a modern concept and a wholly digital retail and subscription business, it's inspired by and rooted in the visceral, sensual experience I had in Pat Rance's shop as a youngster. We try to create something you can smell, touch and almost taste with our photography, copy and product names and descriptions. Online, you must work much harder to sell something to eat, maybe simply because you can't smell it, so by giving the brand a name that suggests what you 'should' be experiencing, we're helping



MORGAN MCGLYNN

customers fill that sensory gap.

The product we sell now, in many ways, is the same sold by Pat Rance in the seventies, but where his custom was generated by universal word-of-mouth, his writing and a few radio appearances, ours is online word of mouth such as blogs and social media, search advertising, email and affiliate marketing. An online store can only really exist and flourish if it has a heritage on which to build. Our customers are drawn to our pictures, products and offers only because they have an underlying experience of smelling, touching and most importantly eating our product and a desire to eat it again. A good online brand works with this historical premise therefore it is imperative we always have traditional cheesemongery in bricks

and mortar shops to keep that relationship alive. Because of this, we are considering physical Pong cheese shops in the future and they will most likely be as close to the pungent, overwhelming celebration of the sensory attributes of cheese that Pat Rance's shop was.

## **Morgan McGlynn – Cheeses of Muswell Hill, female cheesemonger**

Although women have played a big part in cheesemaking for generations, Morgan McGlynn, owner of Cheeses of Muswell Hill, found that starting up as a cheese shop as a 21-year-old female came with its challenges.

Having studied graphic design while working in a cheesemongers at weekends, at 21 Morgan bought her own cheese shop in London's

“ An online store can only really exist and flourish if it has  
a heritage on which to build ”



Muswell Hill. She describes this time as "a steep learning curve", but she overcame the challenges, she says, "by surrounding myself with the best mentors, amazing family, a strong all-women team, suppliers and cheesemakers who share their

## “ Staying on my toes and always staying proactive in this ever-changing industry is imperative ”

knowledge and expertise to help me develop my business." As a young female she wasn't always taken as seriously as she believes she should have been, which was sometimes hard but ultimately, she explains, "These challenges have pushed me to work harder to make my mark and I am so proud to have brought the business to where it is today."

When starting in the cheese industry, Morgan found that due to her age she was perceived as gullible. "I would have some suppliers hiking the prices for me and I was embarrassed to challenge them," she says. "Every woman faces challenges like this and I am no exception. I was once advised to 'act like a man' but I was happy doing it my way. So I started reading, researching and finding new and different suppliers. If I thought someone was dismissing me as a naive, gullible young woman, I'd move on."

Throughout her 12 years running Cheeses, Morgan has been inspired by the female cheesemakers and mongers across the UK: "I take

inspiration from the amazing women in the cheese industry, like Mary Quicke, Anne Wigmore and Patricia Michelson to name a few. It is great to see more women in the cheese industry and I would say to anyone looking to get into cheese, never be afraid to ask that stupid question or reach out to someone in the industry you admire, as the more support you can get the more you will flourish."

"Having my own business has, hands down, been the most rewarding thing I've ever done. Granted, there have been moments which have challenged me but the fact that on a day-to-day basis I can say I've learnt something new is one of the things I love most about my job. 10 years on, the most important thing I've learned from running my business is that if you believe in yourself and put your mind to something, things can and will happen. I found my passion and didn't let anything stop me. There are still times when I will feel completely out of my comfort zone, but I embrace these and absorb all

the new skills and experiences I can. And so my business continues to go from strength to strength."

"As a woman, you are required to have thicker skin to deal with certain situations. It doesn't bother me too much any more because I quickly realised I am proud to be a woman in business! I balance running a my business, my home life, a relationship and a chronic illness. I used to struggle to lift a 27kg cheddar and welcome help from the delivery driver but I am happy to say I can now lift my own!"

"I still work six days a week, all the hours I need to. My job is not for the faint-hearted, and you absolutely have to back yourself. I am so lucky to have a handful of really strong women cheesemongers working for me that have got me to where I am today, and in my experience, the strength of those connections is built on real friendships, honesty and mutual respect. It's important to find great staff who are kind, patient and loyal."

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**G**rana Padano has been a part of Italy's proud gastronomic heritage for nearly 1,000 years. A staple in Italian cuisine, it has become the world's best-selling PDO cheese from its home in Northern Italy which spans the Po River Valley, Piedmont, Veneto, Trento and Emilia Romagna. It is a semi-fat hard cheese with a fine grainy structure, delicious mellow flavour and can be found in three vintages: Grana Padano PDO (nine to 16 months of ageing), Grana Padano "oltre 16 mesi" (over 16 months) and Grana Padano Riserva (over 20 months).

In 2017, over 4.9 million wheels (with an average weight of 37 kg) were produced in 130 dairies and of these over 1.8 million were exported, making Grana Padano the world's best-selling PDO cheese and one of the most loved products in Italy. The UK is the fifth biggest consumer of the classic Italian cheese, with around 120,000 wheels enjoyed in 2017.

Grana Padano was granted its PDO (Protected Designation of Origin) status by the EU in 1996, among the first to receive this recognition. The production must follow strict guidelines; from the cow's fodder to the ageing facilities, every step is controlled from the wellbeing of the cows in the farms to the quality of the milk that arrives in the dairy, all through to the production of the cheese and also



## AN ITALIAN STAPLE

*All you need to know about the world's best-selling PDO cheese*

during the ageing in the warehouses.

Not only does each wheel have to pass strict quality tests before being fire-branded but even after, in the packaging and grating facilities, supermarkets and points of sale, random checks are carried out in Italy and abroad – plus, all grating procedures have to be carried out with an independent quality inspector (from CSQA) present.

In terms of nutrition, Grana Padano possesses unique features such as quality proteins, vitamins and mineral salts, especially calcium. 50g contain nearly 600mg of this important element, which covers 60% of the daily intake of an adult. It is an excellent natural, healthy and easy digestible food for children, teenagers, pregnant women, sportspersons and the

elderly. Not only that, but Grana Padano is naturally lactose-free due to the characteristics of its production and long ageing process.

No wonder Grana Padano PDO has become one of the world's most-loved cheeses, ideal for discerning retailers and consumers across the UK and beyond.



- It takes 15 litres of naturally partially-skimmed milk to produce 1kg of Grana Padano PDO
- 30g of Grana Padano PDO contain the same nutritional value as approximately half a litre of milk
- 50g of Grana Padano PDO provide 600mg of Calcium – 60% of the daily requirement for adults, 50% of an adolescent's
- Grana Padano is naturally lactose-free due to the characteristics of its production and ageing process
- Grana Padano contains important proteins, iron, vitamins and minerals
- A daily intake of 12 months-aged Grana Padano is proven to help reduce hypertension

### CONSORZIO TUTELA GRANA PADANO

Dating back to 1954, the Consortium for the Protection of Grana Padano PDO – Consorzio Tutela Grana Padano – is a non-profit organisation which brings together producers and curers to protect and promote Grana Padano PDO in the world. It ensures that every wheel of cheese is made according to the Production Specifications so that it can be awarded its PDO (Protected Designation of Origin) status and be fire-branded with the Grana Padano mark whilst also protecting it against fraud in Italy and abroad.



# WHAT MAKES A SUCCESSFUL CHEESE COUNTER?

*Jason Fisher of Rowcliffe shares his expertise*

I often get asked for advice “what makes a cheese deli counter successful”? It’s not always straight forward but there are a few fundamentals to follow and we have tried and tested lots of counters over the years!

**Counter Staff:** Your counter staff are key to your sales and whether it warrants the footprint in the store or not. Over the years I’ve seen the commercial value of a skilled operative. They need in-depth knowledge of the range, ability to upgrade sales, cross sell with enthusiasm and solid understanding of managing a counter. We are the official sponsors of the Young Cheesemonger Award at the British Cheese Awards; as we feel they are the ones who wave the flag for the products, the producers, the



stores and the industry.

**Understanding your customer:** Understanding why some of your customers visit the counter, rather than purchasing pre-pack off the shelf? Getting this right can mean you’re able to start

building that all important valuable customer loyalty.

Are your counter customers:

- looking for something that makes their experience unique?
- enjoying the social interaction and feeling special?
- wanting to purchase a superior product quality?
- needing to understand the product, the provenance, how was it made and feel emotionally rewarded about what they are buying?

**Range:** A successful cheese deli counter should be able to celebrate its uniqueness and individuality but also offer a range of products that have genuine depth. Be careful to not get caught in the trap of thinking: the larger the range, the more you will sell. Keep the range concise and punchy. Other than the core products, consider the local, regional and seasonal offerings – this will keep your counter continually refreshed and inspiring.

Don’t forget to consider growing trends; customers are prepared to pay extra for that new special

cheese. Thinking creatively will set you apart from your competitors. Cheese boards remain popular and there is a growing demand for those who wish to entertain and want to offer their guests something different. A unique cheese offers interaction around the dinner table and a talking point. There is also the definite resurgence for products like Fondue / Raclette etc. Why not capitalise on such trends and offer Fondue recipe cards and offer a multibuy promotion - Le Gruyère AOP/Vacherin with a bottle of wine?

## SUPPORT FOR RETAILERS

The ‘Rowcliffe’ way of supporting our customers mean we do things a little different and like to ensure they have a dedicated team to look after their stores. Our Area Sales Managers across the UK, support in-store, from staff training, range planning and strategy, counter set up and management. It’s important for me that we invest as a business in the team to ensure our customers counter sales are supported and successful long term.

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#### ACCOMPANIMENTS: WHAT IS STOCKED?

## BEHIND THE COUNTER

*Cheese Buyer takes an exclusive look at Selfridges' renowned cheese counter, and discovers tips and tricks to help boost your sales*

#### FIRST OPENED:

The Foodhall launched in the 1950s with a small cheese counter.

#### SINCE THEN:

It has doubled in size from just a 10m2 counter and a supermarket pre-packed offer, before becoming the artisanal offer it currently is with a 22m2 counter – this change happened in the mid 1990s.

#### What makes Selfridges' cheese counter stand out?

Apart from the Selfridges brand:

- A commitment to quality and the ethics of cheese production
- A commitment to raw milk cheeses, currently 60% of

the range is produced using unpasteurised milk

- A commitment to up and coming British producers
- A large variety of truffle cheeses
- A willingness to push the boundaries in regards to innovation e.g. goat's cheese covered with chocolate, goat's cheese with saffron etc
- The time, effort and resource that is put into ensuring its cheesemongers are knowledgeable and passionate about their counter and the products within it
- The relationships the team has with key people within the cheese industry - including producers, suppliers, affineurs, and PRs among others

- Various condiments
- Fruit crisps
- Dried fruit cakes
- Knives
- Boards and slates
- Graters
- Cheese making Kits
- Biscuits & Crackers (in the Grocery Department)

All products are either on the counter tops, or displayed on a table in front of the counter, with the exception of the biscuits and crackers which are on a grocery fixture adjacent to the counter

- The way 90% of the range is sourced – rather than using wholesalers, Selfridges uses specialists. For example, Neal's Yard Dairy for British, Mons for French

“ Customer service is at the heart of what Selfridges does, so ensuring the store continues extending the knowledge and passion of its cheesemongers is key ”

● An ability to cater for a diverse customer base, from true cheese lovers to those looking for quirky seasonal additions such as a Cheester Egg, or a Christmas pudding cheese

## Cheese gifts

A focus on Selfridges branded gift sets all year round. At Christmas the gifting selection expands with branded sets from companies such as Paxton & Whitfield & Godminster, and a more artisanal cheese board in a wooden box complete with slate and condiment, usually themed e.g. British, French, Continental etc.

## Promotional events

Selfridges aligns with the overall food campaigns, so currently in seasonal British there is a variety of British cheeses on show. There is sampling, supported by the supplier/producer throughout the scheme, and events led by the marketing team which are more interactive, include music and feature on social media.

## Meet the Maker

We expect all makers to come in and support with sampling at launch over a four-eight week period.

## What's next for Selfridges' cheese counter?

Artisanal cheese is a largely traditional category, so Selfridges does not envisage many changes in the near future, just improving on what we currently do,

## WHAT INFLUENCES CHEESE STOCKING DECISIONS?

- Quality
- Company ethics/story
- Exclusives and/or point of difference e.g. can the team obtain a specific batch or age exclusive to Selfridges?
- Information – weekly reports from producers/affineurs on the conditions of key products
- Forward thinking e.g. plans for the next 6–12 months
- Logistics
- Supplier/producer support e.g. sampling, sampling stock, promotion/marketing support
- Technical accreditations

focusing on seasonality, upselling and innovation.

The addition of an area for a grab and go range is a potential idea, and its important to offer value added items to the range at key times, for example Raclette on sourdough in January, plus popular products like cheese toasties.

Customer service is at the heart of what Selfridges does, so ensuring the store continues extending the knowledge and passion of its cheesemongers is key.

Online will continue to grow, so Selfridges will be increasing the range and presence this year with cheese food gifts which have proved to be hugely popular at Christmas time.

advise on the best temperatures for each category

## TIPS FROM THE TOP

- Cheesemongers should have good knowledge on the flavour profiles of the cheeses in their counter as a minimum. Technical knowledge is also important, but most customer requests are based on flavours and textures, e.g. 'I need a mild goat's milk cheese', or 'I'd like a creamy blue'
- Cheesemongers should always express how important it is to ensure cheeses are at room temperature when serving
- Cheesemongers should be tasting cheeses as much as possible, as the profile can change with time
- Cheesemongers should always have a cheese available to sample to customers, especially if it's tasting superb
- Different cheeses require different storage temperatures, and cheesemongers should be able to

● Storage-wise, wax paper is ideal; cling film can cause some cheeses to sweat so we advise to only cover the cut sides and let the rind breathe; foil can be good for soft blues

● We prefer to display by type rather than country, this helps if a customer just wants a specific type

● Faster selling lines should always have some pre-cut and pre-priced pieces, this can help when there are large queues forming

● Have your accompaniments and condiments as close to the counter as possible for easier upselling

● We use promotions as a tool to highlight new or seasonal products, and only activate offers if we can link with something other than cheese – for example, selling 300g of Parmesan plus a grater for £x

## CORNISH GOUDA



The Cornish Gouda Company produces award-winning artisan cheeses, hand crafted on a family dairy farm in Cornwall. The youngest son Giel Spierings began making Cornish Gouda at the age of 19 using milk from the family's pedigree herd of Holstein Frisians, in a successful attempt to diversify the family farm. A variety of aged original and flavoured Cornish Gouda cheeses are available. Winners of The Best Hard Cheese at The Great British Cheese Awards 2016.

01503 220 194 [guel@cornishgouda.co.uk](mailto:guel@cornishgouda.co.uk) [cornishgouda.co.uk](http://cornishgouda.co.uk)

## MRS KIRKHAM'S



At Mrs Kirkham's we have been making our award-winning Lancashire for three generations, using the same techniques and ingredients as the generations before. We only use the rich creamy milk from our own closed herd of Holstein Friesian cows to create what we believe to be a true traditional Lancashire which is an ivory yellow in colour and has a rich buttery crumble.

01772 865 335 [info@mrskirkhamscheese.co.uk](mailto:info@mrskirkhamscheese.co.uk) [mrskirkhamscheese.co.uk](http://mrskirkhamscheese.co.uk)

## DORSET BLUE



Dorset Vinny is handmade in the heart of the Dorset countryside at Woodbridge Farm, using pasteurised milk from our own herd of Friesian dairy cows. We are the only makers of this unique blue cheese and hold Protected Geographical Indication status. Available through local and national cheese wholesalers, or direct from the farm. We also produce a small range of handmade chutneys and pickled cucumbers – available in retail and catering sizes.

01963 231 33 [info@dorsetblue.co.uk](mailto:info@dorsetblue.co.uk) [dorsetblue.co.uk](http://dorsetblue.co.uk)



# EVOLVING WITH THE TIMES

*Joseph Heler, one of the UK's leading cheesemakers, has relaunched its British cheese range with a redesign and more refined selection*

**T**he new pack design has a contemporary look in a new premium parchment wrap, which reflects the heritage of Joseph Heler as a cheesemaker, paired with the hallmarks of what is a forward-looking business now run by Mike Heler and his son, George.

"It gives me great pride to have my family name on these packs of award-winning cheeses," explains Mike. "The new design gives a modern feel to the British cheeses, and the language we have used matches the confidence we have in the quality of our cheese."

The new design retains the Union Jack logo, which highlights the

dairy's heritage, but it is presented in a selection of different colour tones. The Union Jack logo also acts as an important signpost for the cheese in both the UK and international markets. The language used on the pack is more descriptive and confident in style, using the language of today's consumer and highlights the true flavour and texture characteristics of each cheese.

The team at the Heler dairy has also rolled out a new focus on social media, having identified that many cheese consumers are now looking to Instagram for their inspiration on all the ways they can use different varieties of cheese in recipes.

## Award-winning cheeses

With Cheshire cheese at the forefront of the new range – it was the variety that Joseph Heler was most passionate about when he started the business in 1957, after all – the pre-pack range will now focus on four award-winning cheeses: Cheshire, Leicester, Gloucester and Blackstone Vintage Cheddar.

All handmade in small batches, this cheese range delivers true flavour and real character, having won gold medals and trophies at both the British and the International Cheese Awards. The latter is an important show for both

Mike and George, as the event is held a stone's throw from the dairy in Nantwich.

"Cheshire cheese was the passion that made my father Joseph Heler become a cheesemaker," explains Mike. "We still make our cheese at Laurels Farm, which is where my father started over 60 years ago. Back then, there were over 50 cheesemakers in Cheshire – today we are one of only three remaining in the county. Cheshire was the original British crumbly, and we need to make sure that today's cheese lover can still buy a real Cheshire cheese, which is handmade in Cheshire."

## FACT FILE

- Joseph Heler formed the company in 1957
- After just three years of trading, the company won eight championships in national cheese shows for its Cheshire cheese
- In 2017 it celebrated the landmark of its 60-year anniversary

“ Cheshire was the original British crumbly, and we need to make sure that today's cheese lover can still buy a real Cheshire cheese, which is handmade in Cheshire ”



# Handmade in Cheshire

SINCE 1957



## NEW RANGE AVAILABLE NOW

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It has been said that “the trouble with big business is that it forgets to think like a small business”.

As a small business we five people at WWhalesborough Cheese have the satisfaction and responsibility of seeing the whole process through from visiting the farm which produces our milk to chatting with satisfied customers as they collect cheese from the dairy. We learn exactly what our customers want and this drives a real customer focused development of our cheeses, and because we are small and hands on we are immediately responsive.

We make small batches of cheese using 600 litres of milk at a time so we are not afraid of huge losses if we try new ways of doing things and it doesn't work. Our two cheesemakers – my son Andrew Proudfoot and fellow cheesemaker James Smith are not backwards in coming forwards with new ideas for improvements. They see the results of what they do and both like to compete to claim honours for making the cheeses that have won our many awards over the last 18 years. Complacency is not an option in our dairy!



## WHAT CUSTOMERS WANT

*Its small scale and connection with consumers makes WWhalesborough Cheese an exciting dairy venture, says Sue Proudfoot, founder*

We have a real two way dialogue with all our customers and wholesalers so when a wholesaler asked if we could produce something visual for their cheeseboards we came up with an innovative way of using annatto which we have patented – and a

new cheese “Cornish Smuggler” was born. Problem solving gives birth to new ideas. I find talking to other cheesemakers at food fairs an excellent way of sharing thoughts about how to overcome common issues – such as using brining to develop a thinner rind on a longer

maturing cheese like our Trelawny – which we now do and won Gold last November at the World Cheese Awards as a result.

I think it's fantastic that the five of us at WWhalesborough Cheese can give pleasure to so many cheese lovers and take pleasure in doing just that. What a satisfying job.

### What's new?

Miss Thymed is a similar recipe to our washed curd cheese Miss Muffet – but we use Cornish Sea Salt's Lemon and Thyme blend (which also has a hint of garlic). The result is a semi soft creamy cheese with a delicious savoury herby complexity and a refreshing citrus zing which compliments Miss Thymed's subtle acidity perfectly.

Marwenne is also a similar recipe to Miss Muffet and as we loved the colour and more delicate flavour of green peppercorns we decided to source them and crush them ourselves so we get exactly the texture we are looking for.

Both Miss Thymed and Marwenne are naturally mould-rinded and are made with pasteurised cows' milk and vegetarian rennet.



## AWARD WINNING, HANDMADE WHALESBOROUGH CHEESES

### 7 Distinctive Cornish Cheeses:

**Trelawny** – traditional farmhouse cheese

**Miss Muffet** – washed curd sweet continental style

**Keltic Gold** - delicious, creamy & pungent, cider washed rind

**Cornish Crumbly** - delightful zingy young cheese

**Cornish Smuggler** – orange and white marbling, stunning

**Miss Thymed** – washed curd with Cornish Sea Salt's Lemon and Thyme blend, creamy with herby, citrus flavour

**Marwenne** - washed curd with crushed green pepper corns and Cornish Sea Salt, a lively peppery taste

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2018

NEW  
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01288 361 317 [www.whalesboroughcheese.co.uk](http://www.whalesboroughcheese.co.uk)

# HARD TO BEAT

*We talk relationships, exclusives and awards with Owen Davies, category manager at Harvey & Brockless*



**H**arvey & Brockless has over 45 years of experience within the speciality industry. Cheese is where it all began, and over time they have built a portfolio of products and relationships with the producers they work with. Owen Davies, Category Manager for Artisan Cheese gives us an insight what they offer to the market and how they work alongside their producers together with the service they offer to their customers.

Through building relationships with a wide variety of producers, Harvey & Brockless have developed

their collection of British artisan cheeses, which is now one of the largest ranges in the country. "We help our producers by supporting them in new product launches, and in developing existing ranges through staff training and producer visits. We are also proud to support the Academy of Cheese and have already put 40 staff members and 12 customers through the Level 1 course which is a great learning foundation."

Owen now has first-hand experience as a customer of Harvey & Brockless after opening his own retail business, The Cheese

Pantry. "It has given me a valuable insight into the challenges that independent retailers face.

One of the key things we have found with using Harvey & Brockless is that they have an extensive range of products which the customers require whilst also being able to back each one with full traceability."

A common challenge for today's retailers is the consumer desire to know the story behind the products they're buying – businesses need both a wide product range and knowledge to cater to this. By working with Harvey & Brockless,

independent retailers can tick both of these boxes thanks to the portfolio and information they provide.

Independent retailers can build face-to-face connections with these producers through the Meet the Maker days that Harvey & Brockless provide. Owen adds, "A number of exclusive products made specially for customers have come out of our Meet the Maker days, these are days we plan to continue. We're proud to bring together retailers and producers to offer the cheese industry a service, which is hard to beat".

“ We have the biggest collection of artisan British cheeses in Britain, if not the world, all from directly working with producers to develop their ranges ”





#### WHAT'S NEW

The Wensleydale Creamery has added a new Yorkshire Brie to its portfolio of Yorkshire dairy products.

The first ever Brie from the iconic cheesemakers, Yorkshire Brie is a soft and creamy cheese, handcrafted from Yorkshire milk and supplied to independent retailers across the UK, as well as sold in the Wensleydale Creamery Visitor Centre Cheese Shop. Yorkshire Brie is a luxurious, white mould-ripened Brie with a deliciously silky texture and at its peak ripeness, a mouth-wateringly oozy cheese with a savoury flavour and a clotted cream finish. The cheese comes in both 1kg and 230g formats, packaged in The Wensleydale Creamery's premium style with its iconic branding.

**W**ith a heritage spanning generations and an innovative team – headed up by chairman David Salkeld – at the helm, The Wensleydale Creamery is a prime example of a business which blends traditional skills with modern thinking to great effect.

The business's Yorkshire Dales roots reach back to the 12th century, when Cistercian monks settled in Wensleydale and over time perfected the art of making the now world-famous cheese. In time, the recipe and technique found their way into the hands of local farmers' wives, and large-scale production began when the first creamery was built in Hawes in 1897. Today, The Wensleydale Creamery employs over 200 people who are passionate about maintaining the cheese's reputation for quality, authenticity and tradition, and it is an integral part of the area's economy.

Over the generations, Wensleydale has become a favourite on cheese counters and boards across the UK thanks to its unique full-flavoured taste and creamy, crumbly texture – a result of unique cheesemaking starter cultures which combine with the team's expertise to make a truly one of a kind cheese. Not only that, but the milk used in the production

## YORKSHIRE PRIDE

*With an ancient heritage and varied range, no wonder The Wensleydale Creamery is one of Britain's most-loved cheesemakers*

of Yorkshire Wensleydale is sourced from local family farms in order to ensure the end product's quality and authenticity. In fact, The Wensleydale Creamery was awarded European Protected Name Status (PGI) in December 2013, which has helped to differentiate its product – Yorkshire Wensleydale – from other cheeses made under the Wensleydale name in other counties across the UK.

The worldwide success of Yorkshire Wensleydale has allowed the business to expand its portfolio into Yorkshire Butter and a Yorkshire Yogurt range, as well as variations of the original cheese. For example, its award-winning Wensleydale Blue shares its stable with a Sheep's Milk Wensleydale and Kit Calvert old-style Wensleydale, and the 1995 launch of its Yorkshire Wensleydale

& Cranberries led to the business being a stalwart of the blended cheese category and is now a best seller. The innovation does not end there; the team is constantly working to cater to changing consumer demand. In line with this, a range of blended cheese taster packs was launched in 2015, and crumbly and blended cheese slices have also been created owing to consumer demand for quality in the convenience sector.

The growing consumer desire to connect with food led to the opening of the Wensleydale Creamery Visitor Centre in 1994 – later extended in 2010 – which allows 300,000 visitors every year the opportunity to fully immerse themselves in the Yorkshire Wensleydale Cheese Experience, from watching the cheese being produced at the hands of the

expert team of cheesemakers to learning about its history, as well as tasting the cheese in Calvert's Restaurant and 1897 Coffee Shop, which showcase dishes inspired by the use of its cheese, and spending time in the popular cheese shop. Demonstrations have proved popular with cheese-loving visitors; the Creamery offers both cheesemaking and butter making demonstrations, plus cheese pairing.

Britishness is a hot topic across the food and drink industry, and Yorkshire Wensleydale is proud to be considered a Great British Territorial. Thanks to its sourcing milk from local dairy farms, pride in sharing its Yorkshire heritage and forward-thinking attitude, it's easy to see why consumers are so happy to see Yorkshire Wensleydale pride of place in cheese counters across the UK and beyond.

# Love Wensleydale Cheese... make sure it's from Yorkshire!


Not all cheeses bearing the Wensleydale name are actually produced in Yorkshire!

By stocking Yorkshire Wensleydale your customers can be assured that they are buying an authentic product, traditionally handcrafted with integrity in the heart of the Yorkshire Dales.




Yorkshire Wensleydale  
Cheese is protected

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 [wensleydale.co.uk/blog](http://wensleydale.co.uk/blog)



# TELLING THE STORY

*Communicating provenance is key to cheese selling, but how do you do this – and how do 'food stories' come about? Two foodies in the know explain*

## How To: tell the story

### JUSTIN TUNSTALL, ADVISOR AND CONSULTANT

Try going into the average supermarket and asking about the cheese on offer. After an awkward silence at the outrage of unbidden interaction, the assistant might start to read whatever information is on the packaging. Far more is expected of those of us at the counter in speciality food shops.

The story of the cheese is a valuable part of the premium that is built into our wares. We can describe the benefits of a cheese – how it'll taste, how it'll pair with drink, how it'll complement

other choices – but the features of where it's from, how it's made and its ingredients are also of great interest and value.

The first step is the acquisition of useful knowledge about your cheeses. Suppliers' catalogues, some great cheese books, and info sheets from wholesalers can provide a huge amount of interesting data. I believe in educating staff about what's on offer, and in addition to in-house training I'd suggest putting them through courses such as the various levels of the Academy of Cheese, wherein they are taken through the characteristics of a wide variety of cheeses.



If you can't find what you want to know from these sources and an internet search, I've found that picking up the phone and calling the cheesemaker is generally welcomed; you may even get invited to visit the dairy. Thereafter, dropping the cheesemaker's first name into a conversation with a customer always seems to delight!

Bringing cheesemakers into the shop to talk about their cheeses and to conduct samplings and tastings helps customers understand the intangibles of love, care and devotion to excellence that have gone into the 200g that they've chosen.

Whatever you do, please don't make up stories about your cheeses! A keen monger in my shop was overhead telling a customer that the Snowdonia waxed cheddar was produced for Welsh miners who didn't want to get coal dust on their lunchtime fodder! We put him right and a couple of years later he appeared on Radio 4's *The Food Programme* delivering a learned discourse on Blue Vinny.

## What's in a name?

**You've prepared your labels, stating the cheese name, milk type, provenance and possibly even a pairing suggestion, but do you know how the cheese's name came about? You may**

**be surprised by the forces at work behind the scenes – Katarina Kollegaeva, food anthropologist explores the link between place, product and shopping experience:**

Naming a cheese is an opportunity to make a history. How this is achieved varies markedly in the UK and the continent, but both can be powerful tools in the cheese story creation. Heather Paxton, professor of anthropology at Massachusetts Institution of Technology shows how in continental Europe a public system of protection (think of PDOs) contrasts from a private system of trade marking more common in the UK and the States. Compare, say, the French St. Nectaire, called this because of the area where for centuries people were making similar cheeses, to British St. James, named after the British cheese pioneer, or Fat Bottom Girl in California, which takes its name from its shape. Such idiosyncratic, even whimsical, names assure individual distinctiveness, opposing the image of the industrial production.

Protected Designation of Origin creates opportunities for adding value but also cuts out those who do not meet the criteria. Think of the classic case of Stilton. The owners of the name made pasteurisation of milk a requirement in the

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“ The role of a cheesemonger is therefore of a guide and an educator, a crucial link between the farm and a consumer ”



## CHEESE LABELLING 101

**A great deal of information about our cheeses can be communicated to customers via signage, says Justin Tunstall:**

- Counter labels can convey more than just price and the name of the cheese – the type of milk, pasteurization and organic status are common on labels, but I found that I could include a line of 'colour' – perhaps an interesting fact about the cheese, or just my opinion of it – without downsizing to an unreadable type size
- Cheeses of the month (often on a special price from the wholesaler) can merit a flyer with the full story: tasting notes and the cheese's provenance

aftermath of a food scare in the late 1980s. So, now, those using the raw milk cannot use the name Stilton, creating opportunities for such re-invention as Stitchelton – made with raw milk, named after a town in the middle ages which later come to be known as... Stilton.

Metonymy – essentially linking

name and personality – is often a powerful tool for creating immediacy with names, like Stinking Bishop in Gloucestershire or Purple Haze in California (made with lavender and fennel pollen). Although cheesemongers sometimes change names – giving nicknames in effect to fit their

customer profile better. One example is the aged goat cheese named The Square Cheese by its Vermont maker Michael Lee but sold as North Stone by the cheesemonger in Boston.

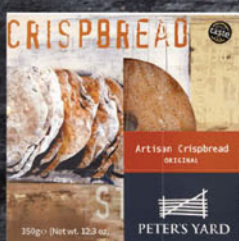
On the one hand retail space is what the Greek author Elia Petridou calls 'place namescaping',

an opportunity for constructing gastronomic geographical knowledge: from Camemberts to Cheddars (Westcombe's) or Cheshires (Appleby's). But on the other hand, for many people walking into a cheesemonger is a bewildering and enchanted experience, a journey through a fairytale or what the Argentinian anthropologist Alberto Manguel calls "passage through the nameless wood". How many labels can one read? You get stuck in, you are guided by nose and intuition.

The author of *Re-inventing the Wheel*, Bronwen Percival, says the role of a cheesemonger is of a guide and an educator, a crucial link between the farm and a consumer. I would add that such rich ambiguity is a fertile terrain for your consumers to create their own little worlds, where the cheesemonger becomes a guide into the enchanted world of fermented milks and moulds. Use it as an opportunity to engage with the very materiality of cheese. Let your customer get lost. Beyond labels and neat linguistics, they'll find their own thread, meaningful to their own lives and situations, that will bring them back to you.

# The natural choice for cheese

- Voted Best Biscuit Brand 2016 & 2017
- "The best biscuit for cheese out there" – Great Taste Award judges 2015



These lines are exclusive to the speciality trade



PETER'S YARD

# MUST-STOCK ACCOMPANIMENTS

*No cheeseboard is complete without a flavourful flourish. Here's our pick of the best*

**Y**our cheese counter is stocked with a varied selection of the very best cheeses and your staff are trained to sell it at its optimum condition, but how do you make your customers' cheeseboards sing? Answer: accompaniments. There's an exciting array of options available in the speciality food world, from spiced, tangy chutneys and piquant pickles to tapenades and fruit cheeses. Crackers run the gamut from crisp and clean-flavoured for optimum versatility to delicious morsels perfect as snacks in their own right. Whatever you choose to stock, you'll have fun exploring this flavourful world. Once you've selected your range, it's time to think about how you're going to display it. Do you position next to the cheese counter for optimum visibility, or group together in the ambient portion of your shop? Staff well-versed in pairings should bridge any physical gap – time for a tasting session!

## HAWKSHEAD RELISH



The Daddy of all chutney, the perfect ploughman's pickle, dark, rich and packed with succulent fruit. The first chutney we produced and has remained on our top seller list ever since. The process takes longer partly in order to develop the distinctive deep colour and also to achieve its mature, intense, unctuous flavour. It goes with everything from cheese, cold meats to savoury pies. No cheese sandwich is complete without Westmorland Chutney, a storecupboard essential.

01539 436 614 [info@hawksheadrelish.com](mailto:info@hawksheadrelish.com) [hawksheadrelish.com](http://hawksheadrelish.com)

## THE GREAT BRITISH BISCUOTTI COMPANY



If you're looking to add an extra 'foodie flourish' to your thoughtfully choreographed cheeseboard, look no further than the latest biscotti offerings to be unveiled by Dorset's favourite artisan bakery. Red Onion Marmalade & Walnut and Stilton & Raisins are the latest moreish heartthrobs to join The Great British Biscotti Company's savoury cheeseboard stalwarts that already include: Jalapeno & Cheddar, Parmesan & Fennel, Indian Spice, Rosemary & Wild Garlic and Sun Dried Tomatoes & Olives.

07715322868 [paul@greatbritishbiscotti.co.uk](mailto:paul@greatbritishbiscotti.co.uk) [greatbritishbiscotti.co.uk](http://greatbritishbiscotti.co.uk)

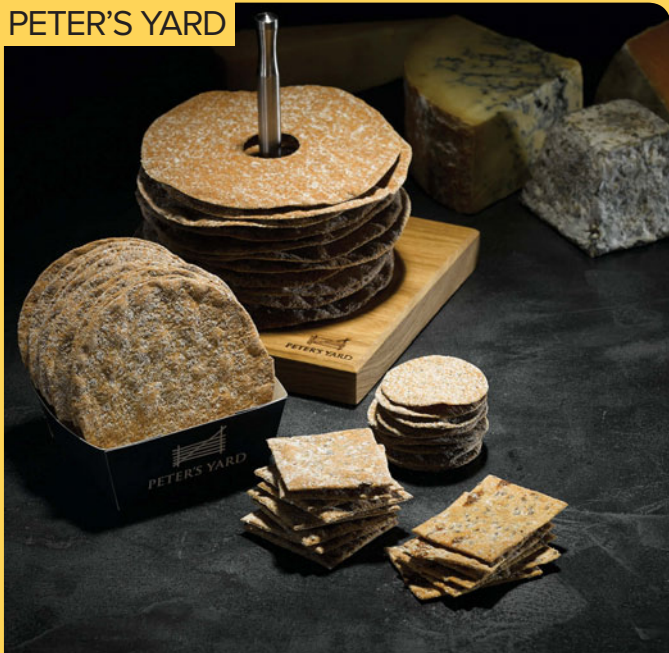
## DRIVER'S PICKLES



Established in 1906, Driver's are a fourth generation family food producer. We specialise in premium quality pickles, relishes and chutneys. We supply the food service and wholesalers and produce our own label goods for many retailers. We launched our Deli range in 2017 with 12 new premium quality products in contemporary packaging aimed at the food hall, farm shop and deli customer. The perfect accompaniment to your cheeseboard.

01162 338 833 [sarah@driverspickles.co.uk](mailto:sarah@driverspickles.co.uk) [driverspickles.co.uk](http://driverspickles.co.uk)

## PETER'S YARD



Peter's Yard's crispbreads are baked in small batches following a traditional Swedish recipe. They are made with simple, natural ingredients, including organic flour, organic fresh milk and real sourdough, which ferments for 16 hours before each batch is baked.

The crispbread complement any sweet or savoury topping and are the natural choice of cheese. Described by judges at the 2015 Great Taste Awards as "the best biscuit for cheese out there" a range of shapes and flavours complement a well-balanced cheeseboard with some variants exclusive to the speciality trade.

07966363123 [naomi@petersyard.com](mailto:naomi@petersyard.com) [petersyard.com](http://petersyard.com)

## ROKA CHEESE CRISPIES



Famous since 1949 for intensely flavoured, delicate cheese biscuits with 30% mature cheese. These original ROKA Cheese Crispies are made with mature Gouda cheese, and each biscuit has over 90 layers, resulting in a delicious, crispy and light bite. The ROKA Cheese Crispies Gouda cheese got a 2017 Great Taste award for their outstanding quality, crispiness and taste. Besides this Gouda cheese variety, ROKA has a full range of different flavours and formats.

Peter Destrooper, ROKA Cheese Crispies: +31 (0)527 617 755

James Hibbins, Euro Food Brands (UK Distributor): 01604 821 200

[info@cheesecrispies.com](mailto:info@cheesecrispies.com) [cheesecrispies.com](http://cheesecrispies.com)

## MY OLIVE BRANCH



"Perfect product for the cheeseboard" according to the 2017 Great Taste Awards judges. This unique relish is a Kalamata olive reduction mixed with fresh fig and almond. The thick caramelised flavour pairs perfectly with strong varieties of cheese such as Stilton, Manchego and Goat's Cheese. Winner of 2 gold stars with GTA judges commenting "Judges really liked this jar. The innovation is good – who'd have thought olives and figs in a sweet syrup would work? We got it and loved it. Could see many uses for this."

0208 573 4698 [info@myolivebranch.co.uk](mailto:info@myolivebranch.co.uk) [myolivebranch.co.uk](http://myolivebranch.co.uk)

## PICKLED IN SCOTLAND



The newest companion for cheese – marmalades are looking for partners on cheeseboards everywhere. Based on the original quince preserve, fruit marmalades are packed with distinctive flavours and textures from the orchards and fruit farms of Scotland. Every marmalade has a cheese partner: Pear loves the salty tang of strong blues, Gooseberry is a perfect partner to young Cheddars, and Spiced Elderberry & Bramble pair with chalky goats cheese. In handy 100g pots or 500g slice 'n weigh at the deli counter, marmalades are an exciting upsale for cheese.

07725461882 [ask@pickledinscotland.co.uk](mailto:ask@pickledinscotland.co.uk) [pickledinscotland.co.uk](http://pickledinscotland.co.uk)



## ELITE LEVEL CHEESES

*Elite Imports Ltd's portfolio of fine Bavarian cheeses is taking the market by storm and wowing critics in the process*

**K**äseri Champignon, a family-owned company located in Bavaria, has been making premium cheeses for over 100 years. The company creates a raft of award-winning cheeses, including brands such as Cambozola, Montagnolo Affiné

and Rougette Bavarian Red. Elite Imports Ltd, the London-based partner that has been responsible for importing the Käseri Champignon cheeses for over 40 years, receives the produce on a weekly basis, with all the items packed to order. This ensures

that the cheeses reach speciality distributors and retailers across the country at the optimum freshness.

This dedication to showcasing Käseri Champignon's range of superlative cheeses has certainly attracted the attention of many in the UK market, with the Bavarian producer's cheeses garnering an impressive array of awards. Most recently, its Montagnolo Affiné won Super Gold at the 2017 World Cheese Awards, and Grand Noir was awarded the prestigious Reserve Supreme Champion at the Nantwich International Cheese Awards 2016.

"It's great to be recognised alongside the world's top cheeses," says Mick Acuta, sales manager at Elite Imports Ltd. "Over the past few years Montagnolo Affiné has won numerous World Cheese Awards, achieving a Super Gold at the World Cheese Awards in five of the last six years and crowned World Champion in 2013 – it's an incredible achievement and a reflection of the quality and consistency of the cheese producer. The Super Gold award is a great seal of approval for our cheese, opening doors to new retailers, and

ultimately increasing sales."

The secret to Grand Noir's distinction is the quality of the milk and the careful affinage involved to create the cheese, believes Mick. "Grand Noir is made using fresh milk from regional farms in Bavaria," he says. "Each wheel is enclosed in its own black wax and cold-ripened. This results in Grand Noir, which is distinctive in its flavour, texture and appearance."

### TASTING NOTES:

#### GRAND NOIR

A fine blue cheese in a black wax mantle, the covering allows the cow's milk cheese to develop a silky and creamy texture. This semi-hard cheese has a delicately spicy character, buttery blue flavour and a luscious texture.

#### MONTAGNOLO AFFINÉ

A creamy soft cheese that is surface ripened and marbled with blue veins. Its distinctive grey rind is edible, and each cheese is tended by hand. Its flavour and texture is akin to a triple-crème Brie, with the distinct and lightly piquant flavour of a blue cheese.

## Award Winning Bavarian Cheeses



**Montagnolo Affiné**



**Grand Noir**

**Elite**  
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## FIT FOR ROYALTY

*The makers of Cornish Blue reflect on its Cornish roots and how it has garnered a reputation abroad*

**B**ack in January, Princess Anne visited Philip and Carol Stansfield's farm on the edge of Bodmin Moor. She was eager to see first-hand the herd of Holstein Friesians that produce all of the milk to create the famous Cornish Blue. The Princess Royal left the site amazed by the fact the Cornish Cheese

Company manages to not only source its milk but produce its cheeses all in one location.

Keeping the entire cheese producing process on the farm has always been fundamental to the ethos of the company's phenomenally popular blue cheese. "Cornish Blue came about back in 2001 because we needed a way

to get a better return on the milk we were producing," says Philip. "There was an old bottling plant on the farm which we converted into our first cheese production area. We had a big expansion of production facilities in 2015 and we are now planning a further expansion as demand grows, particularly in the export market."

To get a true picture of Cornish Blue's growing popularity overseas, Philip attended San Francisco's Specialty Food Winter Food show earlier in the year, and will be at the summer edition in New York at the end of June. He continued, "We see great opportunities for Cornish Blue in the States and these shows enable us to talk to the people who can help make things happen."

Awards undoubtedly help the profile of all food products, and Cornish Blue has been a consistent award-winner since it first came to prominence when it won the 2004 Tesco Cheese Challenge. After that, the awards kept coming: it was named World Champion at the World Cheese Awards in 2010, in 2017 Cornish Blue won International Gold at the Nantwich Cheese Show and also retained its crown as the People's Choice at

the Great British Cheese Awards. Cornish Nanny, the company's new goat's cheese, also won gold at Nantwich – something that both surprised and delighted Philip, "We entered Cornish Nanny primarily to get the judges' feedback," he says. "To win gold was a massive bonus." Judging by Cornish Blue's long list of awards, we'd be surprised if Cornish Nanny didn't follow in its illustrious footsteps.

### CORNISH CHEESE CO. ON:

#### CORNISH BLUE

"Our aim was always to produce a blue cheese that had great appeal, hence the sweet creamy texture. We attend many shows and people are always telling us how much they love the cheese."

#### PLANS FOR THE YEAR

"2018 will be another exciting year for us. Our UK sales continue to grow and we are looking eagerly at the US and other export markets. We hope to start the next production expansion this year, and we will continue the development of Cornish Blue pates and Cornish Nanny."

## Cornish Blue

artisan, sweet and creamy



[cornishcheese.co.uk](http://cornishcheese.co.uk)

**Cornish Nanny:** a delicious Cornish Blue goats cheese, winner of International Gold at Nantwich in 2017.

**Cornish Blue pates:** Pear & Walnut and Fig. Available in 200g trays.

To offer Cornish Blue in your deli, farm shop, cafe or restaurant and to take advantage of our sample pack offer please call Philip Stansfield on 01579 362 416

**I**n family-run village dairies located in the picturesque western cantons of Switzerland, the internationally-renowned cheese Le Gruyère AOP is made by expert hands using skills passed down the generations for centuries.

### Loved for generations

The history of Le Gruyère AOP begins in 1115, when the inhabitants of five neighbouring regions of Switzerland – the town of Gruyères in the Canton of Fribourg, Vaud, Neuchâtel, Jura and Bern – transformed the milk of their cattle herds into cheese. In the 900 years since then, the knowledge and techniques established by its original makers have been upheld to the delight of cheese lovers across the world. By 1762 the cheese was officially named and its provenance noted in the dictionary of the Académie Française, but despite this, the style of the Le Gruyère AOP was

often imitated to create lesser-quality wheels until – following discussions held across Europe during the nineteenth and twentieth centuries – it was awarded AOC (Controlled Designation of Origin) accreditation across Switzerland then certified AOP (Protected Designation of Origin) across Europe.

The 170 dairies which produce Le Gruyère AOP are expected to uphold the rigid specifications set by the accreditation at every stage of the production process, from the cows producing the milk to the

ageing of the cheese – keeping the high quality and unique, delicious flavour of Le Gruyère AOP consistent.

### How to serve

This consistent flavour has played a huge part in earning and maintaining the worldwide popularity of Le Gruyère AOP, as well as numerous awards. Its distinctive yet subtle flavours are both unique and versatile, making it popular with consumers of all ages as well as delicious served in a number of ways, from a flavourful addition to a cheeseboard to melted in a fondue.

● Le Gruyère AOP is available in three ages, each of which displays subtle differences in flavour:

### DID YOU KNOW?

Le Gruyère AOP and the town and region of Gruyères are named after a crane, or grue in French, which purportedly landed on the shoulder of the warlord who founded the civilization. You can see depictions of it on the statues, flags, and doorways of every area village, and on several wheels of the cheese.

● Le Gruyère AOP Classic (aged six-nine months) is nutty, sweet and refined – delicious melted and popular with fans of mild cheeses

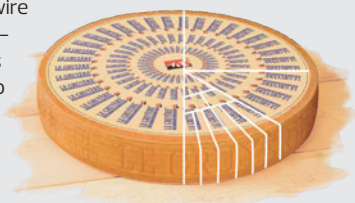
● Le Gruyère AOP Réserve (aged 10 months and up) is aromatic and full of flavour – its complex, mature flavours make it a popular choice for a cheeseboard

● Le Gruyère AOP can also be purchased aged 18 and 24 months – both options showcase a well-balanced but powerful taste

As well as being delicious, Le Gruyère AOP is naturally gluten and lactose-free, meaning that coeliacs and lactose-intolerant cheese lovers can enjoy the cheese too.

### HOW TO CUT LE GRUYÈRE AOP

Cut the wheel in half using a cheesewire then cut into quarters using a double-handled knife – halve these quarters into eighths, then cut the top half into three wedges and the bottom into six slices. Wrap the cut portions with clingfilm in order to avoid the cheese getting into contact with the air.



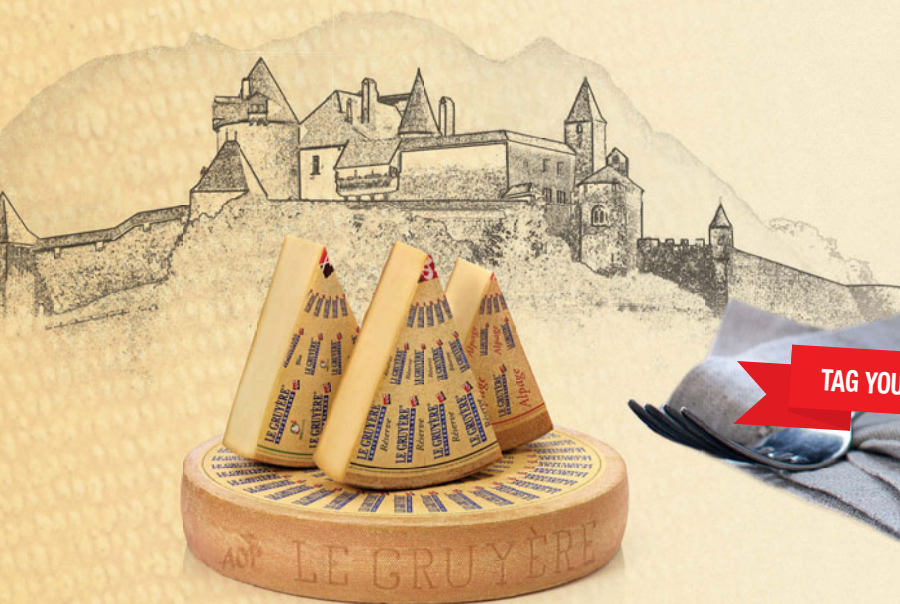
# LE GRUYÈRE®

## SWITZERLAND



# Traditional. Artisanal. Exceptional!

Le Gruyère AOP Switzerland - a 900-year tradition of artisanal cheesemaking.



TAG YOUR DISHES WITH #SayGruyere SO WE CAN SEE THEM!



The makers of Gruyère AOP have been producing artisanal cheese since long before the term was popular. For over 900 years, Gruyère AOP has been made by hand, in small batches, using the same recipe, along with the experience and know-how of skilled cheesemakers. This is followed by aging and ripening of the cheese by equally skilled affineurs, utilizing centuries-old technique and knowledge.

This authentic recipe and the care that goes into every wheel makes Gruyère AOP the finest choice for your family and friends. Enjoy it as it is, or in your favourite dishes.

For recipes and more, visit us at [gruyere.com](http://gruyere.com)

## Gruyère AOP

Born in Switzerland in 1115.

### #GruyereAOP



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

AOP = PDO (Protected Designation of Origin)



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**Cheeses from Switzerland.**  
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## UNDISCOVERED SPAIN

*Monika Linton of Brindisa takes us on voyage around Spain to discover some of the country's lesser-known cheeses*

**F**or 30 years Spanish food specialist Brindisa has championed artisan cheesemakers and celebrated local food traditions. Working with some of Spain's most remote small-scale dairies, these traditions are far removed from many preconceived ideas about what the country offers.

There are numerous flourishing dairies located across Spain busily creating remarkable cheese largely unseen by holidaying visitors. Brindisa's unrivalled cheese range spans the country, from Galicia in the far north-west to Andalusia in the south and Catalonia in the north-east, taking in every region in-

between, and including the Balearic and Canary Islands.

The diversity of Spanish cheeses available to UK retailers is testament to Brindisa's passionate commitment to sourcing undiscovered treasures directly

from local producers,

and every cheese

is influenced by the country's varied regional conditions.

Two fine examples of cheeses from the mountains of Catalonia are

created by Salvador

Maura Rayó. His early training in Italian cheesemaking techniques has led him to pioneer ground-breaking recipes. The dairy's raw cows' milk cheeses are made in small batches. Brindisa lists the crumbly yet moist Castellet: an earthy and buttery cheese with a lemony flavour, with notes of mushroom. Its sister cheese is the semi-soft, washed-rind Ermesenda, which delivers a meaty, occasionally pungent aroma, and a rich, buttery, slightly nutty flavour.

On the other side of the country,

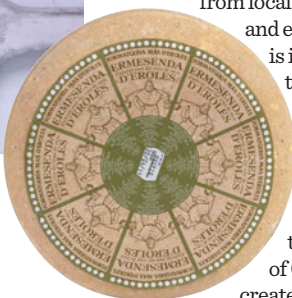
Carlos Ríos has been making cheese at the Queso Payoyo dairy since 1997. Located in the heart of the Sierra de Grazalema nature reserve in Cádiz, Andalusia, the company's founding values remain true today. They focus on the preservation of indigenous rare breeds and the revival of traditional cheese recipes.

Discover their unique, cured ewes' milk cheese: Payoyo de Oveja con Grazalema. Made with pasteurised milk, the cheese is coated in Ibérico lard and wheatgerm. Matured for at least five months the result is a dense, richly aromatic cheese.

An exceptional pasteurised goats' milk alternative is, Payoyo de Cabra. A cheese that's ripened for two months, it captures the floral and herbaceous notes of the region's high-altitude pastures within its moist semi-hard paste.

"Every region in Spain has its own iconic cheeses, sometimes created in the most unexpected places," explains Monika.

"Cheesemaking is a wonderful labour of love and at Brindisa, we hope to continue sharing newly found secrets from all over the country with our customers."



# BRINDISA

1988 30 2018

Brindisa's Spanish Cheeseboard  
Recommendation No. 03

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# Clarke Gemini International Ltd

Best Le Gruyère AOP within the Best Swiss Cheese Category - International Cheese Awards 2017

Winner of three Gold awards - Gruyère Cave-Aged AOP - World Cheese Awards 2017



**3 individual Gold awards,  
from 3 different dairies,  
showing excellence in depth**

Clarke Gemini offers a **professional, personal and competitive solution** - second to none!

Paul Clarke has over 25 years' experience in **all things cheese**, across all market sectors.

Clarke Gemini are able to source **all cheeses**, with our specialities being Swiss and European, as well as Cheddars.

Clarke Gemini enjoys an exclusive and valued relationship with the only remaining traditional and family owned, fifth generation Swiss Le Gruyère AOP affineur in Switzerland - this is **your chance** to utilise this relationship and Paul's experience for **your benefit**.

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**www.clarkegemini.com**

# THE BEST CHEESE SHOPS IN THE WORLD

*Take a trip overseas with Cheese Buyer as we tour some of the world's finest cheese shops*



## ANDROUET

### Boulogne-Billancourt store in Paris, France

Located in the heart of the Parnasse district – an area renowned for its upmarket shops – this is a true local haunt. The expert cheesemongers walk shoppers through the cheeses on show, and will even enlighten customers on how its cheeses are maturing down in its cellars. Not only that, but this shop is one of the very few in France to be equipped with a nebulisation system, which ensures that the cheeses retain a firm texture when on show. [androuet.com](http://androuet.com)



## MURRAY'S

### Bleecker Street in New York, USA

This New York cheese institution showcases hundreds of varieties, from familiar European and British favourites to Murray's own-branded cheeses, which are aged in purpose-built caves underneath the store. In case the in-store experience doesn't satisfy your cheese cravings, located just three doors down is Murray's Cheese Bar, which serves cheese-centric dishes like Mac & Cheese and Fried Burrata. [murrayscheese.com](http://murrayscheese.com)



## COWGIRL CREAMERY

### Ferry Building and Pr Reyes Shops in California, USA

Both of Cowgirl Creamery's shops are well worth a visit, with the San Francisco-based Ferry Building branch European in style and featuring cheeses from America and Europe. The Pr Reyes Shop is a sight to behold. Located in a renovated hay barn, this is where it all began for Cowgirl Creamery's founders Sue Conley and Peggy Smith, who opened the site back in the early 1990s.

[cowgirlcreamery.com](http://cowgirlcreamery.com)



## PONCELET PUNTO SELECTO QUESOS

### Calle Argensola in Madrid, Spain

When this shop opened in 2004, the goal was to create an outlet that showcased traditional producers from Spain and Europe. It now houses around 350 European cheeses, with 90 varieties from Spain. The outlet proudly champions only artisan cheesemakers – the team ensures that it will meet every cheesemaker and explore their facilities before stocking their wares.

[poncelet.es](http://poncelet.es)

**LAURENT DUBOIS****Boulevard St Germain boutique in Paris, France**

Laurent Dubois is one of the foremost experts in cheese, and is known as a Meilleur Ouvrier de France – the highest rank that a cheesemonger and affineur in France can obtain. With an illustrious title like that, there's no wonder the cheese selection in this shop is regarded as one of the best in the world. Renowned for pushing cheeses to their limit in regard to ageing, the extensive array of aged Comté cheeses are extremely popular.

[fromageslaurentdubois.fr](http://fromageslaurentdubois.fr)

**DE KAASKAMER****Runstraat in Amsterdam, Netherlands**

This traditional cheese shop is stacked from floor to ceiling with cheeses, with Gouda the retailer's speciality. Its assortment packs are a great touch, especially its Organic selection, which features cheeses from independent farmers who have strong relationships with the shop's staff. It's not all about the cheese, either, with wines, homemade salads, hams, home-roasted nuts and takeaway sandwiches also available.

[kaaskamer.nl](http://kaaskamer.nl)

“ The outlet proudly champions only artisan cheesemakers – the team ensures that it will meet every cheesemaker and explore their facilities before stocking their wares ”



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## THE EXCELLENCE OF FRENCH DAIRY

*Camille Sharif, key account manager at Sodiaal, explains how quality is paramount at the French dairy cooperative*

### WHAT PRODUCTS DOES SODIAAL MAKE?

Sodiaal is one of the leading dairy cooperatives in France – our products range from PDO cheeses to Brittany butter and UHT milk and cream. From milk collection

to cheesemaking, our production is deeply rooted in France – we take pride in maintaining the local economy in order to offer products strictly made in France. Far more than a simple French origin, our products reflect the respect we have

for our producers and the French terroirs we wish to preserve.

### WHAT CHARACTERISTICS BEST DESCRIBE THE SODIAAL CHEESES?

Sodiaal has three different business units providing cheese, which are located in Savoie, the south-west and east of France. With 15 PDO products, the cooperative offers a versatile and complete range of cheeses to suit all palates.

### WHICH ARE YOUR MOST POPULAR PRODUCTS?

Most of our PDO and PGI cheeses are well known in the UK. For instance Abondance, Beaufort, Bleu d'Auvergne, Bleu des Causses, Brie de Meaux, Cantal, Comté, Emmental Grand Cru, Fourme d'Ambert, Gruyère de France, Morbier, Munster, Ossau Iraty, Raclette de Savoie, Reblochon, Roquefort, Salers and Saint Nectaire.

Sodiaal also offers vegetarian options, like a hard raw milk cheese called the Saint Mont des Alpes, and the Bleu Saint Flour, a strong

and creamy blue cheese perfect for cooking.

### WHY SHOULD RETAILERS STOCK THEM?

We have a great reputation for delivering products of consistent quality, and the quality of all our dairy products is always of a very high standard. Getting cheeses from Sodiaal also means supporting a cooperative that prides itself on supporting local farmers by assuring a fair pay.

### WHAT'S NEXT FOR SODIAAL?

We are launching a range of Organic Emmental in France. We are also currently working on GMO-free ranges – they're rooted in our respect for the environment and follow a sustainable approach.



“ Our products reflect the respect we have for our producers and the French terroirs we wish to preserve ”

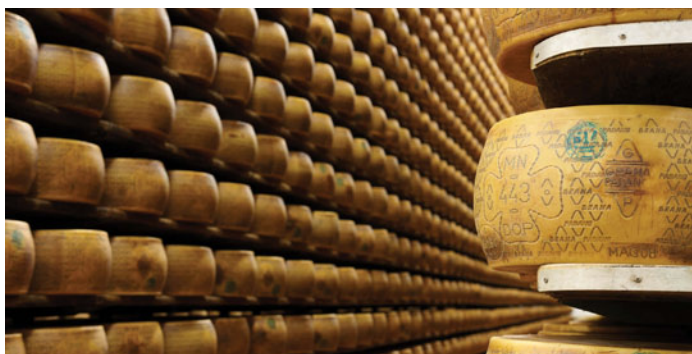
THE EXCELLENCE OF  
*French Dairy*

SODIAAL

www.sodiaal.co.uk - info@sodiaal.co.uk

FARMER OWNED  
co-operative

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## THE TASTE OF ITALIAN TRADITION

*Valentina Zanetti explains what has taken Zanetti from local trader to worldwide cheese phenomenon*

### WHAT'S THE HISTORY OF ZANETTI?

The history of Zanetti dates back to the very beginning of the 20th century. Founded in 1900 in the province of Bergamo as a small local speciality cheeses trader, our company has grown to become

one of the major producers and the major exporter of Grana Padano and Parmigiano Reggiano cheeses. Honouring and respecting the rules of our tradition through five generations, Zanetti is one of the best known Italian cheese brands in the world.

### WHERE IS ZANETTI BASED, AND HOW IMPORTANT IS THIS TO THE BUSINESS?

Zanetti has always felt close to its territory and people. For over a century we have been following the example of our founder, Guido Zanetti, remaining loyal to our territory and respecting the wellbeing of our local community and the environment. We are headquartered in Bergamo, the town of our family and where our company was founded 118 years ago. All of our dairies, as well as packing and maturation sites, are located in the heart of the protected areas of origin of raw materials. This is where our milk comes from, completely natural, "0-km". In fact, proximity to raw materials is one of the basic principles of our PDO, based on the need to limit transport and to employ local workers. This is a virtuous cycle, reflecting our care for the environment and the local community.

### WHAT ROLE DOES ZANETTI PLAY IN THE WORLD'S CHEESE INDUSTRY?

Zanetti is today one of the biggest producers of Grana Padano and Parmigiano Reggiano cheeses in Italy. In terms of export, Zanetti is

the largest exporter of these two cheeses in the world. We export directly to 90 countries and have a very wide range of other Italian PDO cheeses as well as soft and fresh cheeses.

### TELL ME ABOUT ZANETTI'S COMMITMENT TO THE ENVIRONMENT AND PEOPLE

We are working at every level to ensure our business remains sustainable and in harmony with the environment and people. At the environmental level, we are working on a very strong sustainability program focused on renewable energy (we are 100% renewable energy certified), optimisation of resources, reduction of waste, reduction of use of plastics and modernisation of machinery.

Corporate Social Responsibility remains our key concern. This includes the safety and wellbeing of all our employees. Our company tries to support local communities and to guarantee a good work/life balance. We encourage and support our employees in their training and development programs, provide shared company cars and offer a high quality and affordable canteen service in all our plants.



*Since 1900. A family legacy.*

**N**orth Yorkshire cheesemaker Shepherds Purse is currently taking the food industry by storm. The prestigious producer's range of distinctive, small-batch cow and sheep's milk cheeses are not only a cornerstone of cheesemonger, farm shop, deli and speciality retailer cheese counters across the country, but they're repeatedly walking away from the awards season with a bounty of accolades.

Chief among those victories is the company's Super Gold award, which was awarded to its Harrogate Blue at the World Cheese Awards in 2017. It's easy to understand why it is so revered in cheese circles; the blue-veined cheese, made from the milk of Yorkshire cows, is luxuriously creamy with a mellow blue flavour and hint of pepper. It's matured for a minimum of 10 weeks, which is the optimum time for the cheese to develop exactly the right depth of flavour and creaminess. A hit from day one, it won its first award just two weeks after launch in 2012, and was the first cheese co-produced by Shepherds Purse founder Judy Bell's daughters, Caroline and Katy.

Victoria Urresti and Roland Barthelemy, both judges at the World Cheese Awards, were gushing with praise upon tasting the cheese, with Victoria describing it as, "beautiful, creamy, butter-moist and full bodied. It becomes creamier in the mouth – an exception, moist,

# BLUE OF REPUTE

*Cheese Buyer speaks to Caroline Bell, joint managing director of Shepherds Purse, about its Harrogate Blue – recently named 11th best cheese in the world*

perfect cheese", and Roland stating, "It's an exceptional cheese with an incredible lingering taste in the mouth. It has so much personality; it's an honour to taste".

But what is it about the famous Harrogate Blue that resonates so strongly with expert judges and consumers alike? "The feedback we've received talks of the personality of the cheese," explains Caroline. "The balance of savoury and salty flavours, and the creamy, almost buttery texture." All of these individual elements work together in perfectly harmony and culminate in a cheese experience like no other.

It's not just the worldwide acclaim and uptake in sales that the company benefits from when a cheese it creates garners awards – the feeling of success has a really strong influence on everyone involved in the production and selling of the cheese. "Awards can really highlight a cheese

or raise its profile, but winning them are also always great for our whole team," says Caroline. "We obviously believe our cheeses are wonderful and we work hard, and critically, to deliver excellence in every batch, so it's great to receive feedback and recognition from our industry peers. Awards are great for team morale – they are a great extra reason to celebrate."

With Shepherds Purse's trophy cabinet undoubtedly looking cluttered what with all of its recent awards success, it begs the question: What can they be planning for the rest of this year to top the previous one? "2018 is really shaping up to be an exciting year for Shepherds Purse," she says. "We have a new product launching in 2018, and we're shaping plans for an exciting period ahead, starting with our 30th anniversary next year."

Awards judges be prepared, you may have a new world champion on your hands.

## SHEPHERDS PURSE: 2017's TRIUMPHS

- Blue Monday, Harrogate Blue, Bluemin White and Yorkshire Blue all scooped Gold at the British Cheese Awards

- Mrs Blue's Bell and Bluemin White were awarded Gold at the Great Yorkshire Show

- Harrogate Blue walked away with a Gold at the Nantwich International Cheese Awards

- Harrogate Blue was at it again at the World Cheese Awards, gaining a Super Gold and subsequently being named 11th Best in the World. Mrs Bell's Blue and Bluemin White also fared well at the same awards, scooping Gold each.

“ We believe our cheeses are wonderful and we work hard, and critically, to deliver excellence in every batch, so it's great to receive feedback and recognition from our industry peers ”





# MEET THE FAMILY



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# COMING OF AGE

*Maturing cheese in-house can add another string to your shop's bow. Cheesemongers tell us about how they learnt the art of affinage and what it brings to their businesses*

**"I WELL REMEMBER HOW I STRUGGLED IN THE EARLY DAYS WHEN I WAS TRYING TO RIPEN CHEESES IN MY GARDEN SHED"**

**Patricia Michelson, owner of La Fromagerie, on learning the ropes:**



"Affinage is an art and a science. It requires a knowledge of cheesemaking, with

understanding of pasture and terroir – the land and what it gives to the cattle and herds as well as weather and seasons – and then a lot of pure keen sense of smell, touch, eye and taste. You can learn from reading articles and books, especially a tome like *The Oxford Companion to Cheese*, but I personally found that just by working 24/7 with cheese, talking to cheesemakers and visiting maturing caves in France and Italy, I came to understand why some of these processes were applied.

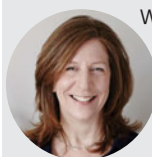
Everyone who works in the Cheese Rooms at La Fromagerie must be open to being inquisitive and thirsty to explore what makes a cheese 'tick'. We talk about cheese all the time, and taste together as we work through the day, but it is when we handle the cheese, looking for ways to bring it forward if we

want it ripier or holding it back if the flavours are progressing too fast and becoming overpowering that we really learn more about the cheese and its milk style.

For those just starting this process it should be a slow progression – first write down what cheeses you like and dislike and the reasons why. It could be that



**Spanish food specialists Brindisa recently built dedicated caves to properly age its cheeses. Here, Monika Linton, founder, speaks to us about the importance of affinage:**



We are serious about affinage, which is why we installed our cheese caves at Brindisa's headquarters. We wanted to be able to provide greater flexibility and choice, and this helps us to guarantee that cheese is delivered in peak condition. With our specially designed storage facilities, we can now import unwrapped cheeses from our suppliers, enabling the team to work with each cheese's natural rind.

Only when a cheese has achieved its optimum condition and flavour profile is it made available to customers.

Different cheeses require different temperatures and conditions to ripen. Our cheese caves were designed with the help of Spain's most respected cheese guru – José Luis Martín – who is famed for building traditional cheese caves all over Spain. From the lining of authentic Spanish terracotta bricks that help to control humidity, to the breathable, insect-repelling lime mortar, our cheese rooms help us manage the conditions to best ripen



you don't like the sticky washed rind ones because they smell very strong, but there is a reason for this, and take the time to learn more about them. If you like the white bloomy rinds but never seem to be able to get them to be that rich, almost melting consistency, read about temperature control and how you can place the cheeses in different areas of your storage room to create a zone to ripen.

I well remember how I struggled in the early days of my business when I was trying to ripen cheeses in my garden shed. It was only when I visited the wonderful James Aldridge at his maturing facility in

Guildford that I got to understand a bit more about the process. He was so open to discussion and championed the 'amateur' – the French usage of word rather than the English, as it means someone who is willing to experiment and explore tastes. I am an amateur and proud of it!"

## AFFINAGE 101

- 1** Maintain the room's air movement: Stagnant air will cause wheels to mould, too much movement will make them dry
- 2** Have dedicated areas for cheese types: Blue cheese moulds can spread onto other cheeses easily
- 3** Ask to shadow an expert: Apprenticeships with practised affineurs will help you with this huge undertaking
- 4** Find your optimum temperature: Some home cheesemakers recommend a fridge or room between 10–15°C
- 5** Check your cheeses regularly: Every single morning is good practice



SPANISH CHEESES  
MATURING AT BRINDISA

individual artisan cheeses. There is a real art to affinage, which is often not understood. Many retailers don't have capacity to cure cheeses and this is where Brindisa has the professional know-how and the facilities to support our customers.

We have a perfectly stable environment for curing and maturing a wide range of cheeses. These include the ash-coated and bloomy rind of Luna Negra – a delightfully clean tasting raw milk goat's cheese – and the iconic raw cow's milk Mahón DOP, with its distinctive pimentón-rubbed orange rind. Alongside these are our classic cheeses: Cabra del Tiétar, Garrotxa, Campos Góticos semi-curado, La Peral, Peñoceo and Payoyo semi-curado.

## 5 MINUTES WITH... **ANDY SWINSCOE** owner of The Courtyard Dairy

### HOW IMPORTANT A ROLE DOES AFFINAGE PLAY AT THE COURTYARD DAIRY?

It's important to sell cheese at its best. Some cheeses don't need further maturing – they reach us at their peak – but others we keep in various conditions in order for us to maximise their flavour. Quite often people say they mature cheese, when all they do is keep cheese on a shelf while they hold it in stock. True affinage, or cheese maturing, should increase the quality and flavours of the cheese, or significantly change them. The skill is as much in the maturing techniques as knowing when to mature it and sell it.

### HOW DID YOU LEARN AFFINAGE?

I did a six-month apprenticeship in France for Mons Fromages at the beginning of my career. Then, while working at Bath Fine Cheese Co., I had the opportunity to help work

with and develop their space, and learn even more seeing the cheeses as they passed through the stores and what differences small changes can make. This experience allowed me to set up The Courtyard Dairy's stores just how I wanted them.

### HOW DO YOU REGULATE THE MATURING PROCESS?

Different temperatures and humidities bring out different characteristics and enable cultures and moulds to grow on the rind. We have three rooms at varying temperatures, but then we can also play about with them by keeping cheeses in containers within the rooms to keep them more humid. We have equipment that regulates this, but the key thing is to take time to look at the cheese and alter the processes according to how it's reacting. We also then carry out microbiological testing of any products we mature as part of our due diligence.

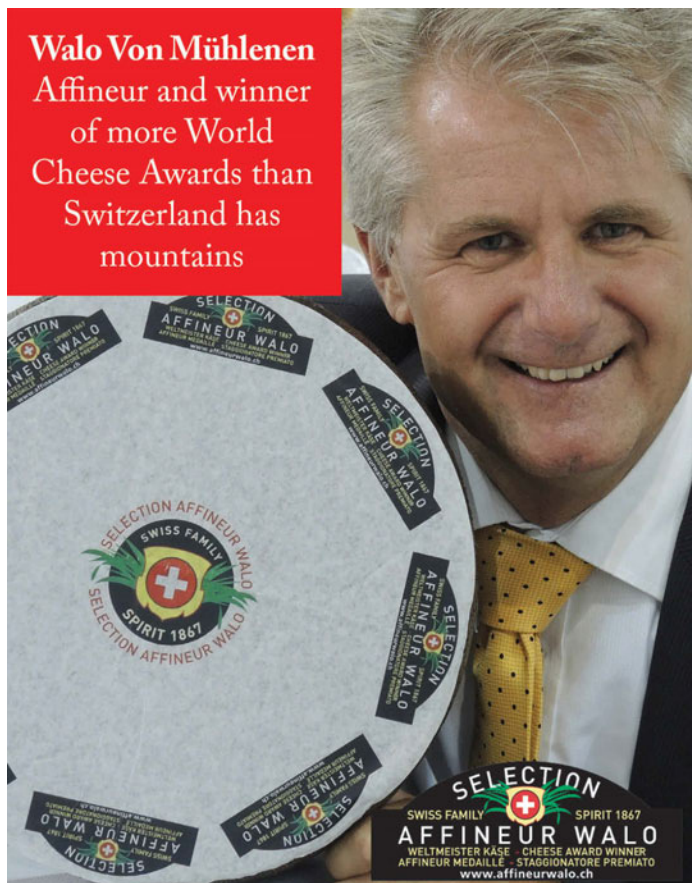
### ARE CUSTOMERS AWARE OF THIS HAPPENING BEHIND-THE-SCENES?

We have a 'cheese museum' on-site where we inform customers of processes like this, and what's happening inside the cheese in order for the flavour to develop. They can also see it through glass windows in our café, and we encourage our cheesemongers to talk about the difference that can be made by ageing.

### WHAT TIPS DO YOU HAVE FOR ANY ASPIRING AFFINEURS?

Affinage requires attention and carries risk – for example weight loss, drying and bacterial growth – so on a small scale I'd recommend leaving it to those set up for it, and work with a skilled affineur. But to improve practices within a shop of a small scale would be to feel each Tunworth or Brie when it comes in. Even if they have the same best before dates some may mature at different rates, and then order them following this procedure. Also, only try to sell cheese when it's ripe – if it isn't, hold it back in the fridge. Running your fridges at 7°C-8°C will also help the cheeses come on better, as will leaving them in the boxes they come in.

**Walo Von Mühlenen**  
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**W**ith the continued growth in speciality cheese, the sector is an exciting playground for Butlers Farmhouse Cheeses who specialise in creating and innovating the very best of British hard, blue and soft cheeses. Based in Lancashire, using milk from local farms, Butlers is in a unique position to maximise a growing desire from consumers for provenance and integrity.

### Modern classic

Matthew Hall, Butlers commercial manager says, "Consumers have become increasingly adventurous, and the explosion of British blue in recent years is testament to this. Blacksticks Blue is perfectly poised to leverage this trend, with data showing that Blacksticks Blue has the youngest and most affluent blue cheese shopper. With a new wardrobe increasing sales by 16%, this bold blue cheese is taking it to the fixture with unique charm."

2018 looks set to be another exciting year, with the launch of



## A MODERN APPROACH

*We explore what makes Lancashire cheesemaker Butlers Farmhouse Cheeses stand out from the crowd*

the Blacksticks Blue roadshow as Butlers continue to offer great quality to its loyal customers and create new formats to encourage

new shoppers to trade into speciality. Blacksticks Blue is the original contemporary farmhouse blue cheese. It burst onto the scene

in 2004 unlike anything else in the blue cheese arena. Blacksticks Blue converts those who 'dislike' blue cheese, enthralls those who do and is equally as amazing sitting on a cheese board or as an addition to culinary concoctions! It is truly versatile, delicious and eye-catching.

### What's next?

Hall adds, "Following hot on the heels of Blacksticks Blue is Kidderton Ash, as people continue to trade into speciality cheese. Made with 100% British goats milk this soft Camembert-style goats log is becoming a must for the cheese lover wanting French style cheeses made in the UK. Kidderton Ash looks special from the outset, it is rolled in ash prior to maturing which promotes the growth of its white fur coat but also produces a fabulous visual effect that can be appreciated when the cheese is sliced. Watch out for its cows milk sibling Button Mill later this year too!"

“ Butlers continue to offer great quality to its loyal customers and create new formats to encourage new shoppers to trade into speciality ”

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## GREAT BRITISH CHEESEMAKERS

*A close relationship with local dairy farmers remains key to Shropshire-based family business Belton Farm's success*

**Y**ou can't produce an array of award-winning, world-renowned cheese without paying close attention to the quality of your milk. That's the philosophy that underpins Shropshire-based cheesemakers Belton Farm. The family business, which has been in the Beckett family since 1922, creates handcrafted cheese by

combining the skill and experience of expert cheesemakers with recipes that have been passed down through generations.

But none of that would be possible without a strong relationship with a select group of high quality milk suppliers. "Belton Farm believes that to make the best quality cheese, you need to

use the best quality milk," explains Alison Taylor, marketing manager. Local free-range cow's milk is collected on a daily basis from 85 dedicated conventional and organic farms, which are all located within a 25-mile radius of the Belton Farm dairy. "Fresh milk that's high in fat and protein is essential for production of great tasting territorial cheese," says Alison.

It's this fresh supply of milk, paired with bespoke starter cultures and ingredients like local salt that's mined from beneath the Cheshire Plain, that contributes to the indisputable quality of the Belton Farm cheese. The company makes a wide range of British territorial varieties, including Cheshire, Wensleydale, Caerphilly, Lancashire, Double Gloucester, Red Leicester and Cheddar, as well as an Organic range consisting of Cheshire, Wensleydale, Lancashire, Red Leicester, Double Gloucester and Cheddar. Its vat-made range includes Sage Derby, Double Gloucester, Onion & Chive and Port Wine Derby, with all the cheese produced in both 20kg blocks and traditional rounds.

While those cheeses will be familiar names to many cheese lovers, through a strong dedication

to quality the company has made its Belton Fox brand a household name, too. The Belton Fox family is a range of contemporary British cheese which includes Red Fox, Vintage Red Fox, White Fox and Vintage White Fox.

Those keeping close tabs on the high-performing territorial cheese category will not be surprised when they discover that Belton Farm's cheeses are growing in demand, especially overseas. "Territorial cheese is performing in line with the total cheese category with volume growth of around 1.2% year-on-year, however, Red Leicester is outperforming this at 2.5%," says Alison. "Because of this recent increase in demand it has demonstrated the need to grow the Red Fox brand and now drives our passion to deliver to consumers an alternative to Cheddar."

### BELTON FARM ON RED FOX:

"It's a unique modern cheese which uses a recipe developed over many years and combines carefully selected cultures with the skills of the cheesemaker to produce a complex blend of sweet and savoury distinctive flavours"

**Belton Farm**  
GREAT BRITISH CHEESEMAKERS

# WHITE FOX RED FOX

**There's more to cheese than cheddar**

See our twist on tradition at [BeltonFarm.co.uk](http://BeltonFarm.co.uk)

## The magic of cheesemaking

The recipes used to make the cheese dates back generations and the work of cheesemaking requires extraordinary strength and delicate precision in equal measures, but it's this human touch that gives us the outstanding cheese that we're famed for. From the cows we breed to the grass they eat, the rich Devon land and the changing of the seasons, every little nuance of our lives here at Home Farm goes into our cheese. So how the cheese tastes very much depends on the time of year that the milk was made, with spring cheese being the creamiest. The cheeses are hand-wrapped in muslin, allowing them to breathe as they mature with their flavour slowly intensifying in the stores. The mould starts to form on the rind of each cheese, creating an earthy, almost horseradish flavour: the hallmark of a traditional clothbound Cheddar.

## A unique experiment

We recently undertook an exciting experiment, which saw truckles from Quicke's and Montgomery's from Somerset trading places and being aged in each other's



## “THE OLD-FASHIONED WAY”

*Mary Quicke explains the nuances that location, technique and the season bring to her award-winning cheeses*

stores. It was down to the unique microflora in each farm's maturing rooms to impact the taste, texture and appearance of the cheese. A Quicke's Cheddar aged on home soil has a flavour profile from nose to rind ranging from grassy to brothy and when compared to a Quicke's Cheddar from the same batch aged at Montgomery's, the darker yellow appearance and more acidic aroma was immediately apparent, along with a waxier

texture and transformed flavour profile, all attesting to the huge impact of each store's community of microorganisms on every single aspect of the cheese. The Montgomery's Cheddar aged at Quicke's had a stronger, brittle rind and more milky centre than the original, while a Montgomery's truckle aged in Devon then returning to Somerset for three months was significantly dryer with a punchy acidity.

## THE HISTORY OF QUICKE'S

After the two World Wars farmers were only allowed to make a 'National Cheese' which was similar to a bland Cheddar. However the agricultural surplus problems of the 1970s led Sir John Quicke back into cheesemaking. With the family motto in mind ('Petit ardua virtus' – 'strength seeks challenges'), he set out to honour his lineage by crafting the finest cheese in the world. Made by hand and slowly matured, the clothbound Cheddar celebrates the deep connection that has grown between the Quicke family and the land they have nurtured for nearly 500 years.

## Newly launched

Lady Prue is our first cheese combining cow's and goat's milk to create a pale and delicate clothbound cheese, with a subtle taste of goat and a caramelly hint. Named after my mother, who built the original dairy in the 1970s, it is one of only a few mixed milk cheeses being made in the UK. It embodies both Home Farm's rich heritage and our dedication to experimentation and innovation.

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## A TASTE OF SCOTLAND

*First Milk's Greg Jardine takes Cheese Buyer on a culinary tour of the island of Arran – a cheesemaking location like no other*

Often referred to as 'Scotland in miniature' the picturesque island of Arran is home to the award-winning Torrylinn creamery. Here, Isle of Arran Cheddar is hand-crafted by a small team of artisan cheesemakers using traditional

methods passed down from generation to generation. Steeped in history and provenance, the creamery was opened by King George VI in 1946, giving the Cheddar a Royal seal of approval.

Our Isle of Arran Cheddar is made by hand by five dedicated staff

in open vats, using a time-honoured recipe, which gives the cheese its distinctive flavour. Each batch is then individually graded and hand-selected by master graders to ensure its award-winning flavour profile and texture are consistent.

We produce a range of maturations from medium through to extra mature in a variety of different formats including deli-blocks, truckles and retail-ready wedges. Last year we also launched a fantastic range of flavoured truckles including Cracked Black Pepper, Caramelised Onion and Lime & Chilli.

Our milk comes from farms whose cows graze the windswept Arran landscape and produce rich, creamy milk to make our award-winning Cheddar. Just two dairy farms on the island supply our milk, and the passion of our farmers, combined with the Scottish west coast grazing, provide the perfect conditions to produce this exceptional Cheddar.

Although we still craft our cheese the traditional way, we work to the highest possible food standards and our creamery has a BRC Grade A accreditation. Today, the

### FOCUS ON:

### EXTRA MATURE CHEDDAR

This is undoubtedly our most popular line. It's

rich in character with a full-bodied taste and creamy texture. Its savoury taste has a hint of sweetness complemented by nutty notes, enhancing the complexity and making it extremely moreish. In 2013, Arran won Super Gold at the World Cheese Awards, and in 2017 the Extra Mature Truckle won Silver at the British Cheese Awards

creamery is owned by First Milk, a dairy farmer-owned co-operative. Owned by the family farms that supply us with milk, we produce numerous award-winning Cheddar brands, regional cheeses and dairy ingredients.

Our hand-crafted Isle of Arran Cheddar has a truly unique story and is unrivalled in terms of its quality and island provenance. Only 200 tonnes of this artisan Cheddar are made each year making it the perfect choice for the discerning cheese connoisseur and the highlight of any cheeseboard.



*Handcrafted Cheddar from The Torrylinn Creamery*

Isle of Arran cheddar is lovingly handcrafted by a small team of artisan cheesemakers using traditional methods passed down from generation to generation.

This award winning cheddar is rich in character with a distinctive, full-bodied taste and creamy texture.

It's savoury taste has a hint of sweetness complemented by nutty notes, making it very moreish indeed.



[www.isleofarrancheese.co.uk](http://www.isleofarrancheese.co.uk)  
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# MODERN BRITISH CLASSIC



*Deborah Bradfield, commercial director at Godminster, explains what makes the brand stand out from the crowd*

**G**odminster is set in the rolling green pastures surrounding the picturesque Somerset town of Bruton. With 1300 acres of beautiful landscape, the farm not only homes nearly 300 organic dairy cows but also boasts fruitful orchards filled with a variety of delicious fruits and herbs that inspire many of the Godminster products. The farm was registered organic in 1999 by our owner, Richard Hollingbery, whose environmentally friendly and ethical approach to farming meant that organic was the only the way, and the organic certification remains in place today.

Godminster's Vintage Organic Cheddar is easily identifiable

thanks to its award-winning iconic burgundy wax and comes in various shapes and sizes, from 200g to 2kg, including our famous heart shape which is particularly popular for events like Valentine's Day, and in gift sets. We've also just launched a new 200g star shape, which makes a real statement on a cheeseboard. The Oak-Smoked Vintage Organic Cheddar uses the same top grade of Cheddar, naturally smoked over oak chippings which are sourced from sustainable woodlands. It is hand-wrapped in muslin cloth.

Our Cheddar range has been going from strength to strength and we know we have something special and very different from other British cheese. It's so important

to us that we maintain the highest taste and quality standards, and that commitment continues to pay off as our family of Godminster fans around the world continues to grow. We know that once they've tasted Godminster, they don't go back.

Independent businesses continue to capitalise on the UK's growing 'foodie' obsession, and what we eat has become a conversation in itself; where does this Cheddar come from, for example? Our provenance story is a great way for

## AT A GLANCE

**Registered organic:** 1999

**Herd size:** nearly 300

**Farm:** 1,300 acres

indies to engage their customers: Godminster is made in Somerset, it's British, it's organic, it contains no preservatives, and of course the distinctive burgundy wax creates some great theatre in a cheese counter.

“ Our provenance story is a great way for indies to engage their customers ”



## Explore the Organic Godminster Range ...



Award-winning cheese from the heart of rural Somerset

• Vintage Organic Cheddar • Oak-Smoked Vintage Organic Cheddar

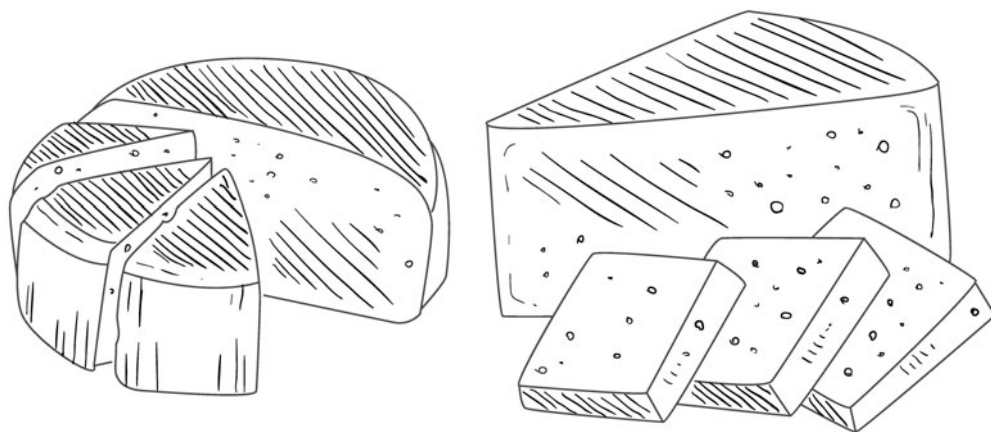


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# YOUR DEFINITIVE GUIDE TO CUTTING & STORING

*What's the best material to wrap Stilton in? How do you cut cheese with laser-like accuracy? Read on for solutions to cutting and storage conundrums*

**“WHEN YOU’RE USED TO CUTTING AND WRAPPING CHEESE, YOU TAKE IT FOR GRANTED – IT’S AN ART AND ONLY COMES WITH PRACTICE”**

**Dan Bliss, retail manager at Paxton & Whitfield's Jermyn Street shop in London, shares her must-follow methods for cheese cutting and storage:**



## DO YOUR CUTTING TECHNIQUES DIFFER WITH EACH VARIETY OF CHEESE?

The method of cutting cheese is generally the same for different styles. In the shop we always use a board and wire. This means we can cut through the cheese and maintain clean, sharp edges. Beyond that you are trying to cut the cheese to ensure that it looks attractive both on the counter and on the customer's cheeseboard at home, that you are left with a piece that can be sold to someone else (i.e. not an end), and it has a fair balance of rind and paste. You don't want bad cutting to mean that you end up with wastage. The French have 'rules' on how to cut different types of cheese. While we are not so prescriptive, the guidance is useful in ensuring that every cut is well-made. I would always use a knife for soft cheese – one designed with holes in so that the cheese doesn't stick to the blade. I think it's very important to clarify with your team how you want cheese

cut, to preserve the cheese, balance the rind to cheese ratio and to avoid food waste. Finally, do ensure you train your staff in what is expected. When you're used to cutting and wrapping cheese you take it for granted – it's an art and only comes with practice.

## WHAT TOOLS DO YOU USE?

When I started out as a cheesemonger I thought that you needed a lot of equipment for this, but the reality is that you don't. To cut cheese successfully I've found that you need: a cheese plane for offering samples of cheese; a good quality stainless steel cheese knife; cheese wire and board; cheeseboards; labels to display the mandatory information required by law; waxed paper and scales for weighing the cheese.

## WHAT KIND OF CUTTING TRAINING DOES YOUR STAFF RECEIVE?

It's a mixture of on the job training, as well as off the floor classroom-style learning. When we have new members of the team coming onto the shop floor they always shadow an experienced member of the team

for at least two to three days to get a feel of how 'a day in the life' of a cheese counter works. With the Academy of Cheese Level 1 course having started last year, we are not only sending new cheesemongers at Paxtons on this course to gain accreditation, but we have made a company-wide commitment to all cheesemongers in the company to have attended and passed this course. I would also say that regular update training reminds the team of our standards. Of course, it's important that they know about the products, their provenance and taste but it's equally important they know about cutting, wrapping and presentation.

## HOW DOES PAXTONS TYPICALLY STORE ITS CHEESES?

Hard cheese should be kept at 10°C to 12°C, with soft and blue cheeses kept below 5°C. Do remember that cheese needs high humidity. There are times when you can't necessarily, do much about it, but times when you can, for example at night we cover our goat's cheeses on the counter with clean damp cloths. Given the importance of the humidity we regularly measure it in the cellar and when it drops we use a humidifier or added water. Not only does the humidity help the quality of the cheese, but commercially you want to minimise the weight wastage that will inevitably happen as cheeses wait to be sold. We keep our hard cheeses at around 80% humidity using a humidifier.

## A PAXTON & WHITFIELD GUIDE TO CUTTING AND STORAGE

### DOS

- Use sharp knives to cut cheese, as this leaves a much more attractive cut
- Use a separate board to cut blue cheeses, to avoid cross-contamination
- If a customer is looking for a small piece of cheese it's best to cut it from a large piece, rather than to split a small piece in two. Every piece needs to look attractive and as soon as a piece is too small it starts drying out and looks unappealing
- When storing, always separate blue cheeses from others to avoid cross contamination – we have a separate counter for blue cheeses
- In your back of house cellar, I'd recommend that you turn all your cheeses at least every week. You may want to turn younger, fresher cheeses more often to ensure there is a consistent spread of moisture and to avoid a 'soggy bottom'
- Wrap your cheese when it's on display. Ideally, we'd wrap all our

## BEST CHEESE ETIQUETTE

**We turn to Luisa Candido of the British Cheese Board to find out what storage and cutting tips cheesemongers and deli owners can relay onto customers:**

- Cheese is best enjoyed fresh, although it can be stored in a cool environment for anything from a couple of days to several months, depending on the type of cheese
- When storing cheese, either wrap it tightly in foil or cling film, or keep it in an airtight container in the bottom section of the fridge
- To bring out its flavour, cheese should always be served at room temperature. Remove it from the fridge at least one hour before serving and keep it loosely wrapped
- Wrap any unused cheese and keep it in the refrigerator. If the remaining cheese is an odd shape, and can't be re-used on the cheeseboard, to avoid waste you can always grate it to use it in cheese sauces, sandwiches or other dishes

cheese in waxed paper when it's out on display, as wax paper is best for keeping the cheese fresh, but it doesn't lead to an attractive display. We compromise by wrapping cheeses in our display in cling film. It's wrapped closely around the cut face of the cheese, leaving no air bubbles, so customers can see the quality of the cheese. To ensure that the moisture inside the cheese is regulated we change the cling film every time we cut from the cheese, and at a minimum every two days

#### DON'TS

- Cut cheese that isn't ripe and ready to cut. Once cut, it makes maturing a cheese more difficult
- Cut hard cheeses and soft cheeses with the same knife and board. Always use fresh equipment or clean your equipment in between cutting these styles of cheese. This will prevent contamination from cheese mites that have been used to mature some hard cheeses getting onto the rind of soft cheeses

● Forget to keep a sales record for your cheese counter. This is really important in helping you keep track on sales of various cheese styles you sell, but in the long term it can help you with your planning and ordering so you have the right levels of cheese at the right time

● Forget that some cheeses will have different reactions when displayed on a counter. Some of the open-textured, crumbly cheeses are prone to blueing when on display, so if you want to stock these look at buying smaller versions so you can sell them quicker

● Don't forget to inspect each cheese on display on a daily basis. Are there any dry edges to cut off? Does the cling film need to be changed? The daily check also enables you to check dates on all your cheeses, and take action early to push through cheeses that are heading towards their BBE dates, and enables you to check that all your labels are in place – it's amazing how many cheese labels disappear during the day!

“It's amazing how many cheese labels disappear during the day!”

**Kathy Hodgkinson, manager at Jeroboam's cheese and wine shop in Holland Park, explains how the prestigious retailer keeps its cheeses fresh:**



“Our cheeses are stored in two large walk-in fridges, and goat's cheeses are separated from the others due to different

individual temperature requirements. The cheeses are separated into animal type and then into hard and soft – the two fridges are kept at a temperature of 5°C–8°C. Too dry an atmosphere can create cracks within the cheese – to avoid this we keep our shop floor cheeses in a humid condition and turn them regularly.

Various varieties of cheeses require different temperatures and storing methods in order to be properly maintained. The hard cheeses are kept at a temperature of 8°C–12°C, the softer cheeses requiring a slightly higher temperature in order to retain

shape and slow down maturity. The stage of maturity of the cheese plays a factor as well as its type, and we give our customers storage advice accordingly. We keep a small range of softer cheeses like Camembert and Brie de Meaux portions in a cool dark place outside of the fridge for customers that wish to serve them within the same day, and we advise our customers to keep their purchases in a humid, unheated part of the house until use.”



“The stage of maturity of the cheese plays a factor as well as its type, and we give our customers storage advice accordingly”

#### BURTS CHEESE



Burts Cheese, based in Cheshire, produce a range of award-winning soft blue cheeses. Burts Blue is the flagship product, it is made with pasteurised cow's milk and each cheese is pierced by hand to encourage the growth of mild blue veins. The younger cheese is more resistant to touch but as it matures this gives way to a much softer texture.

07709394292 [claire@burtscheese.com](mailto:claire@burtscheese.com) [burtscheese.co.uk](http://burtscheese.co.uk)

#### COLSTON BASSETT DAIRY



Colston Bassett Dairy is globally acclaimed for producing the finest Stilton and Shropshire Blue. Upholding time-honoured hand-ladling techniques, Nottinghamshire's master cheesemakers are bastions of a great British tradition. This year, the King of Cheeses has taken inspiration from Queen Elizabeth I, by creating four inventive recipes that showcase why “A meal of bread, cheese and beer constitutes the perfect food.” Focusing on seasonal produce, the campaign is designed to encourage repeat custom throughout the year and celebrates a love of simple foods, masterfully made.

01949 813 22 [stilton@colstonbassettdairy.com](mailto:stilton@colstonbassettdairy.com) [colstonbassettdairy.com](http://colstonbassettdairy.com)

#### DELAMERE DAIRY



Delamere Dairy's medium goats' cheese is smooth, tasty and matured for between four to six months to give it a pronounced flavour. It can be used in just the same way as you would use Cheddar, in sandwiches, sauces, and to enhance the flavour in your favourite recipes, as well as straight from the cheeseboard.

01565 632 422 [info@delameredaairy.co.uk](mailto:info@delameredaairy.co.uk) [delameredaairy.co.uk](http://delameredaairy.co.uk)

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### HOW IMPORTANT IS PROVENANCE TO CROOME CUISINE?

Provenance is a huge part of our ethos, with many of our cheeses named after our region. We are passionate about creating cheeses and relishes that reflect the iconic flavours of our region, e.g. Worcestershire Hop, Worcestershire Gold, Worcester Sauce & Shallot and Whittington Oak. Since we were established in 2010 we have sourced ingredients from local suppliers where possible, Lea & Perrins being an example, introducing innovative flavour combinations. We also make a small selection of delicious local flavoured chutneys to accompany our cheeses. We're strong believers in supporting local producers and work closely with our suppliers.

### WHAT ARE YOUR MOST POPULAR PRODUCTS?

Our best-seller is the delicious, newly named Worcestershire Hop. I've been making this cheese for 30 years and it's been winning accolades ever since the first British Cheese Awards. Other awards include a Great Taste award, Supreme Champion, Best Territorial Cheese, the People's



## A PASSION FOR PROVENANCE

*We speak to Nick Hodgetts of Croome Cuisine to learn how the artisan cheesemaker embraces local ingredients to create innovative flavours*

Choice cheese at The Royal Three Counties show... the list goes on! Worcestershire Sauce & Shallots is a firm favourite, too – it makes fantastic cheese on toast – along with Worcestershire Honey & Fig, which contains honey from our resident bees.

### WHY DID HEREFORD HOP'S NAME CHANGE TO WORCESTERSHIRE HOP?

When I started making it 30 years ago, our county was known as 'Hereford and Worcester', and we were sourcing hops from yards in Hereford. We have recently decided

to embrace our roots and source our Hops from local Worcestershire hop yards, hence the renaming of the cheese. Nothing about the fantastic flavour has changed, purely where our hops are sourced.

### WHY SHOULD INDEPENDENTS STOCK THE RANGE?

Croome Cuisine cheeses are unique and award-winning with innovative flavour combinations you won't find anywhere else. With great service from a family-orientated team we support our stockists with free taster day survival kits for those who wish to promote or simply provide our cheese for sampling.

We also attend many food festivals and shows throughout the year and talk to customers about our cheeses, which gives us a great understanding of what they look for in a cheese.

### WHAT'S NEXT FOR CROOME CUISINE?

We're constantly looking at innovative flavours and ideas to carry forward. We recently released a range of burger toppings containing our cheese. We also have a fantastic selection of seasonal cheeses, using ingredients like local rhubarb and Victoria plums.

# CROOME CUISINE

ARTISAN CHEESEMAKERS



*"Cheese to tickle your taste buds"*



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**T**he Barber family have been farming and making cheese in Somerset since the early 1800s. Probably best known for their Barber's 1833 Vintage Reserve Cheddar, the family put much of the continued success of the business down to its uncompromising approach to insisting on the authenticity of the family recipe which has been handed down from generation to generation. Barber's are unique in that they have created their own Starter Culture facilities designed to protect the last remaining collection of 'cheese mother cultures' to have its roots in the original Cheddar-making region. We talk to Anthony Barber, sixth generation cheesemaking expert about the importance of learning skills from the previous generation and how that has impacted his own views on cheese and cheesemaking.

"It's very important that skills are retained generation to generation, particularly the methodology behind the use of our Bulk Starter Cultures which all have their own unpredictable characteristics. Using the right amount of Starter is crucial. The long complex flavours we aspire to depend on getting the dose right. Milk composition varies

## GENERATION TO GENERATION

*The Barbers have passed cheesemaking skills through generations to great success. Here, Anthony Barber explains why this is important*

throughout the year and requires continuous adjustment to the starter dosage. The skills have been carefully managed over time having been passed on between those who have worked in the cheese dairy – both family and non-family members. The difference being that with family it starts a lot earlier and doesn't ever really stop. Some of Anthony's earliest memories are trailing through the cheese dairy behind his father listening to him discussing the finer points of cheesemaking with the rest of the team. It's not much different today although, with Nicky being in retirement, it is now him that does most of the trailing! There are still animated discussions between the two, whether that's in the Dairy or over the Sunday lunch table, and whilst

they won't always agree as to the finer points of daily cheese decision making they do agree on their passion – to keep faith with the traditional recipe to make the very best quality and keep on trying to improve every day.

"Years ago the cheesemaker had no milk or starter data to support their decision making. Decisions were made on touch and instinct gained from experience and grading mature product. We still use these skills and attributes in our decision making combining the scientific analysis of milk, the correct incubation and inoculation of Bulk Starter to create the best textured curd for hand turning and long term maturing. The challenge for us has been to evolve the skill of cheesemaking alongside the changes that we have experienced

with increased production, advancements in technology and the improvements in milk quality for cheesemaking that our farmers are now supplying us.

"The generational handover from my father to myself has seen a significant element of cheesemaking data transferred into electronic format where we now have access to a continuously building data base of information. This has the potential to help us understand in even more depth what goes on in the 'dark art' of cheesemaking and if we use it correctly will allow us make better cheese more consistently than we have ever been able to do before.

"Retailers can benefit from the unique complex flavours our cheese can deliver throughout the seasons and we hope that it's a mutually beneficial relationship. Independents provide us with the best forum for customers to taste and gain a better understanding of the true traditional flavour and characteristics of Cheddar from its original region. After six generations of cheesemaking we are hopefully able to provide them with the provenance and quality that allows them to stand out and showcase their knowledge in a crowded retail environment."

“ The passing on techniques are an important part of our cheesemaking which extends beyond the family to our team of cheesemakers who are actively involved in cheesemaking. It is important we all understand the science and art of cheese making with our traditional bulk starters ”



— FARMHOUSE CHEESEMAKERS —

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