

2019

ALL YOU NEED TO SELL CHEESE SUCCESSFULLY

CHEESE BUYER

MAGAZINE

From the publishers of
SPECIALITY FOOD

LE GRUYÈRE®
SWITZERLAND 
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THE MAKING OF AN ICON

How renowned retailers
stand out from the crowd

CHEESE 2.0

The trends reshaping
the cheese industry

TASTING NOTES

The tips and tools you
need to become a pro



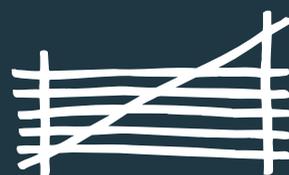
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PETER'S YARD



WELCOME TO CHEESE BUYER

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

As you may have noticed, we love cheese here at *Speciality Food* HQ, so it gives us great pleasure to produce this ode to the world's cheese industry every year – and we hope you enjoy it too.

Within our 2019 edition, we're celebrating the great and the good of the cheese industry in the UK and beyond – from European classics like Le Gruyère AOP and Comté to British greats such as Snowdonia and Barber's. We speak with legendary cheesemakers including Mary Quicke, to discover the grass roots ethos of her now-iconic business, and Caroline Bell of Shepherds Purse, who tells us the history and future of this ever-evolving Yorkshire brand.

We all appreciate a delicious food



partnership, and the cheese industry brings them in spades. Read on for our picks of the best biscuits and pickles to have on your shelves.

We're also proud to bring you expertise from the people behind such iconic retailers as Buchanans Cheesemonger, The Courtyard Dairy and Cheeses of Muswell Hill; from tasting tips to cutting and caring for the cheese you sell, they offer up their hard-earned advice to help you boost your cheese sales.

May you find this year's issue of *Cheese Buyer* a handy resource for stocking and selling cheese in 2019 and beyond.

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With an established history as continental cheese and meat procurement specialists, the origins of Pimpernel Wharf can be traced back to the 1960s. Pimpernel Wharf offers a range of services to its customers:

- Unique and comprehensive procurement service solutions;
- Quality global produce;
- Established and extensive supplier relationships;
- Proven buying power providing low prices;
- An experienced technical team; and
- Reliable and efficient supply of fresh produce directly from the producers.

The company makes cheese and continental meat procurement hassle free and great value and, as a result, has become a market leader with an unrivalled ability to supply mainstream and specialist cheeses and continental meats. It now supplies a large part of the UK food industry, including major supermarket chains, high profile restaurants and national retailers.

PIMPERNEL WHARF
www.pimpernelwharf.com

PIMPERNELWHARF



INTRODUCING BUTTON MILL

A distinctly indulgent soft cheese, Button Mill is a versatile addition to your cheese counter



Button Mill is a distinct soft cheese which has been lovingly developed through the passion and knowledge of Butlers Farmhouse Cheeses' master cheesemakers – every batch is created by hand, watchfully matured and carefully wrapped.

Butlers Farmhouse Cheeses have been developing Button Mill for the past three years, and now with the perfect recipe ready to go, 2019 is the year for this bright little cheese to come alive. It has already launched into Waitrose Deli and is set to bring a new era of British made soft cheese to the market.

The cheese starts life in tiny artisan basins which produce small batches at a time. Each Button Mill is treated as an individual, right from the beginning, when it is gently placed by hand into its own mould. Thereafter, it is reliant on the skill of the business's master cheesemakers to parent the cheese through its seven-day make to create its distinct flavour.

The result is a Button Mill which has a truly unique rind and a mix of delicate flavours that make it dangerously moreish. Due to the unique cocktail of cultures, the result is that each cheese behaves

and matures in a unique way that just grows more and more delicious with each day. Button Mill is a great accomplice to watching the day go by, and it really doesn't need anything fancy; possibly just a few delicious crackers, somewhere comfy, oh and a knife. However, if you want to get more fancy, bake one in the oven and dip bread in it or pop a few slices on a delicious homemade pizza.

A journey through indulgence

Button Mill will most likely be

creamy but firm when you first get it, during its lifespan it will continue to develop becoming gooier and more indulgent during its time in your fridge.

WHAT'S NEXT AT BUTLER'S?

There's plenty more happening at Butler's – Easter has gone down a storm and the Blacksticks Blue brand continues to grow with some wonderful products coming soon.



The richest milk from our family herd is reserved for Button Mill – it is how we create the unbelievably indulgent and gooey middle.

“ Each Button Mill is treated as an individual, right from the beginning, when it is gently placed by hand into its own mould ”



CHEESE 2.0

Cheese Buyer looks at three of the biggest trends influencing the industry in 2019

Flavour/format

From dessert-worthy flavour combinations like The Cheshire Cheese Company's Sticky Toffee Heaven Cheddar and Strawberries, Cream & Champagne Cheshire Heart to classic flavour boosters like herbs and garlic, one thing is clear: that producers and consumers alike are excited by the possibilities of modern flavour pairings. We're seeing cheeses containing spirits like whisky and gin coming into the market, and with cheesemakers partnering with popular producers of quality spirits to create these innovations, we're seeing a new type of industry-spanning support – potentially bringing spirit lovers into the world of artisanal cheese and vice versa.

As the variation of flavours present within cheese products grows, so do the formats we find

cheese in – with social media playing a big part in pushing unusual inventions above and beyond their traditional reach. Take as an example cheese tea: an overseas creation of black or green tea, topped with a cream cheese and milk foam and a sprinkling of salt. Certainly boasts the novelty factor, but whether it would go down well

at a British farm shop café remains to be seen (or not). Or coffee topped with cubes of cheese, in the style of marshmallows on hot chocolate – a cheesy take on the protein-packed bulletproof coffee, perhaps. Not for the faint hearted, and possibly not one for the UK's fine

cheese sector. And yet, there is something to be learned from these international oddities: that even if the idea of a product doesn't tempt tastebuds, it can still gain traction across the world through the power of social media.

“ Even if the idea of a product doesn't tempt tastebuds, it can still gain traction across the world through the power of social media ”

Experience

It's not just in the retail sphere that consumers are looking for heightened experience; as they become increasingly interested in the stories and skills that go on behind the scenes to

create the food and drink they love, there's an opportunity for cheesemakers and sellers to strengthen the connection between product and purchaser. One business which has done so with great success is The Wensleydale Creamery, which saw such an interest in the behind the scenes of its operations that it launched the Yorkshire Wensleydale Cheese Experience: an interactive opportunity for cheese lovers to see cheesemakers at work, cheesemaking demonstrations, tasting and pairing masterclasses and cookery demonstrations.

This is something which makers and mongers can adopt on a manageable scale, too – by holding tasting events and Meet the Maker evenings, and spending time on building the connection between shoppers and the products they're buying through conversation and in-store displays.

Veganism

Veganism is undoubtedly playing a part in the evolution of the UK's food industry right now – in fact, according to Mintel, in 2018 Britain saw more vegan product launches than anywhere else in the world

– and the cheese sector is awash with alternatives to conventional dairy cheeses. There's even a dedicated vegan 'cheese' shop in Brixton: La Fauxmagerie. The conventional cheesemongers we've spoken to don't see the influx of vegan 'cheese' products as a threat to traditional dairy products, but, to entice plant-based

shoppers into your store, it might be worth looking into the likes of the award-winning Kinda Co, Tyne Cheese and Cicioni brands.

“I think we're at a tipping point”

Vegan food is finally gaining traction, says food market organiser and vegan influencer Sean O'Callaghan, AKA the Fat Gay Vegan

“Veganism has really exploded over the last two to three years. Things that vegans have been bringing attention to for the last five years are suddenly getting more mainstream attention. There have been some

“ There's an opportunity for cheesemakers and sellers to strengthen the connection between product and purchaser ”

amazing developments; people are starting to discover there's more to veganism than they first thought. What's vegan cheese? How is it different? How can there be enough demand for that? How can there be that many types of vegan cheeses? People are thinking of veganism in deeper ways. Mainstream retailers especially are paying lots of attention to how they can explore all different aspects of veganism.

With the vegan cheese shop that's opened in Brixton I'm really pleased to see an independently-owned, women-owned business getting national and international attention. But of course, with anything that becomes popular, there's a risk that independents get swallowed up by the big multi-nationals. You can now go into Tesco or Sainsbury's and buy vegan cheeses. They're the

mainstream, heavily processed vegan cheeses but they're there, they're not hard to find, whereas five years ago it would have been difficult. It won't take long before the artisan, handmade cheeses now being sold in Brixton make their way through to the mainstream, too. But right now it's great to see them get the sort of attention they have.

I think retailers have been given the green light to explore selling and making money from vegan cheese when, in the past, they didn't realise they could. If they can see that a whole shop dedicated to it is viable in central London they'll think "Okay, we can do that as well". It also gives consumers who are toying with the idea of veganism the go ahead to try vegan cheese for the first time. I Am Nut Ok, a producer of vegan cheese, spreads and dips that's traded on my markets for a few years, has just been listed with

Fortnum & Mason. Who would have thought even a year ago that Fortnum & Mason would be selling vegan cheese? I think we're at a tipping point where these advances give everyone the green light to go ahead and explore this.

Should dairy-centric businesses be nervous to start catering to vegans too? I don't think so. There are enough people who are vegan or vegan-curious to sustain that above any fringe element [of activists]. Violife, one of the biggest vegan cheese companies that's enjoyed success in the UK, is owned by a Greek dairy company. To my understanding, they've enjoyed the biggest success out of any of the plant-based cheeses, and it's not a secret that they're owned by a dairy company. So there are enough people willing to buy vegan where they can, even if it's from a parent company that's not vegan itself.

In the same way, Ben & Jerry's is getting record sales from its vegan ice cream. So any kickback businesses might feel from being a non-vegan company pales when they see their sales figures come in. Also, activist vegans want to evolve the practices of these companies – "Take our money instead of dairy consumers' money" – so all change is good for us.

WHAT DO YOU THINK?

ARE TRENDS IMPORTANT TO YOU?

It's fun to keep up-to-date with the latest trends, but what impact do they really have on your business? We'd love to know – email holly.shackleton@aceville.co.uk with your thoughts.

“ People are starting to discover there's more to veganism than they first thought. What's vegan cheese? How is it different? How can there be enough demand for that? How can there be that many types of vegan cheeses? People are thinking of veganism in deeper ways ”

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Singletons & Co is a British hand-crafted cheesemaker and cheesemonger based in Lancashire. We combine traditional techniques - tried and tested over generations - with new and innovative approaches to flavour to create delicious artisanal cheese.

Community

The “& Co” in our brand reflects not our company but our community. Our community is the lifeblood of our business, and it is not just limited to the village we work in, or our staff and their families; it includes the five neighbouring farmers who supply our milk every day, our regional specialist cheese-making partners from around the UK, our customers and buyers. Our community is so important to the products that we create and the services we provide that we decided to celebrate them in the name of our brand.

Our Cheese

We make all of the traditional British cheeses. But the products that we are most proud of are our four Heritage cheeses:

Parlick

This award-winning ewes' milk cheese takes its name from Lancashire's Parlick Fell. It is on the slopes of this hill, and down in the lush Loud Valley, that Simon and John Stott's sheep graze. With a fresh and clean flavour, this versatile cheese is equally comfortable as an ingredient or on a cheeseboard.

Beacon Fell Traditional Lancashire PDO

This buttery cheese derives its unique texture from the fact that it is made with the curds from three consecutive days. It was on the pine-covered slopes of Beacon Fell that the Singleton family had their first dairy farm almost three hundred years ago, and the recipe remains unchanged.

A FAMILY LEGACY

Quality ingredients and traditional techniques have been key to the success of Singletons & Co for generations, says Tilly Carefoot



Grandma Singleton's Famously Strong Lancashire

This cheese is named after Duillia Singleton, the founder of the company five generations ago. Matured for around twelve months, this famously strong cheese remains a firm favourite in the Singleton family.

Bowland Cheddar

All of our milk is sourced from farms within the Forest of Bowland AONB, a rugged wilderness in north-east Lancashire, and a breeding ground of the threatened hen harrier. Our Bowland Cheddar is made using traditional hand-cheddaring techniques passed down through generations of the Singleton family.

THE HISTORY OF SINGLETONS

Duillia and Robert Singleton set up Singletons Dairy in 1934, but Robert Singleton's ancestors had been dairy farming in the Goosnargh area of Lancashire for almost two hundred years prior to this. A rich heritage stretches back to the reign of George II, where a record was made of Thomas Singleton, a Yeoman in Goosnargh in 1745. Over the following century and a half, his descendants continued to work as dairymen, farming at White Hill Farm, Goosnargh. Duillia



Rhodes married Robert in 1908. Grandma Singleton, as she was to become known, also came from a rich ancestry of dairy farmers. The newly married couple began their life together farming at Moss Side Farm, Chipping, where Duillia began her cheesemaking journey. In 1927 they moved to Crombleholme Fold Farm, Goosnargh, and in 1934 they created Singletons Dairy Ltd. The rest, as the saying goes, is history!

Tilly Carefoot took the helm in 1985, and under her leadership Singletons cheese is now exported to over 30 countries around the globe and has been awarded the Queen's Award for Export twice. With years of experience working with both clients in the UK and worldwide, we have the expertise and capabilities to cater to the demands of multiples across the globe, whatever they may be. Whether you need a bespoke white label service or have an individual packaging need, we are best placed to help.





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 CHEESEMAKERS & CHEESEMONGERS

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To find out more about our range go to www.singletonscheese.com



THE IMPORTANCE OF HERITAGE

Comté has been crafted by expert hands for over 1,000 years

A region's history

For more than 10 centuries, villagers of the Jura Massif region of Eastern France have lovingly crafted Comté, a unique and delicious cheese. This stunning mountain region stretches between Jura and Doubs in the Franche-Comté region, and Ain in the Rhones-Alpes region. It is home to over 2,500 family farms dedicated to producing the highest quality of raw milk from the Montbéliarde and French Simmental cow breeds.

Each cow has 2.5 acres of grazing pasture and is free to feed on a natural grass diet during the summer months. As autumn

draws to a close, the cows return to the stable where they eat locally harvested hay, both of which help to maximise Comté's delicious aromatic potential. Any fermented feed such as silage is prohibited because it adversely affects the quality of the raw milk.

Comté's methods of production are still based on the original co-operative approach and artisan traditions that it was founded on over 1,000 years ago. Every single day of the year, the cheese is crafted in 153 small village cheese dairies known as fruitières. Often situated in the heart of the village, each fruitière continues to receive milk from the dedicated dairy

farms situated within an eight-mile radius to guarantee absolute freshness.

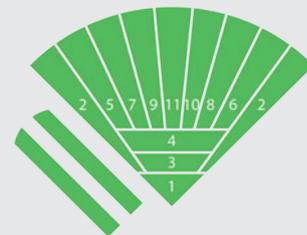
How it's made

Every day, the time-honoured ritual repeats itself, from the part-skimming of the milk and warming of the copper pots, to creating the curd and pressing out to remove excess liquid. The freshly made wheels are then pre-ripened for a few weeks before being moved to one of 13 specialised affinage houses across the region.

Here the affineurs look after them for four to 18 months or more; regularly turning, salting and rubbing each one with brine solution. Over time a crust appears and every Comté wheel develops its unique smooth texture, rich colour and delicious range of flavours. To maintain this natural process, the exclusion of additives and colourings at any stage of the process still applies today, as do strict rules preventing

TRADE TIPS

- Whole cheeses used as a backdrop to a display must be cut and sold in date order. If you are going to use Comté wheels purely as a display, the total cost of a full wheel needs to be taken into account.
- Cut little and often – your cut pieces should be seven days old as a maximum when they're sold. Two to three days is better; the same day is ideal. Also avoid keeping wrapped in plastic.
- Follow the diagram to avoid wasting any Comté. Be sure to cover each cut piece quickly to prevent drying out.



changes in the milk production.

After four months, each wheel is tested and marked on its taste and shape. Those scoring over 14 points are given the green band representing excellent quality. Wheels given between 12-14 points will be given a brown band. Wheels that score less than 12 are excluded from carrying the official label. Only the best will do when it comes to selling Comté.

Unique texture and taste

Nutty, creamy, fruity, peppery and toasty are just some of the notes found in Comté – in fact, 83 descriptors have been identified that correspond to the most frequently found flavours and aromas in Comté. These are grouped into six families – lactic, fruity, roasted, vegetal, animal and spicy.

Due to its distinctive nature, cultural value and economic importance for the region, Comté was granted Appellation d'Origine Contrôlée (AOC) status in 1958. This prestigious status was further recognised in 1996 when Comté was awarded the exclusive



Protected Origin Nomenclature (AOP) status which recognises and rewards Comté's remarkable reputation throughout the whole of Europe.

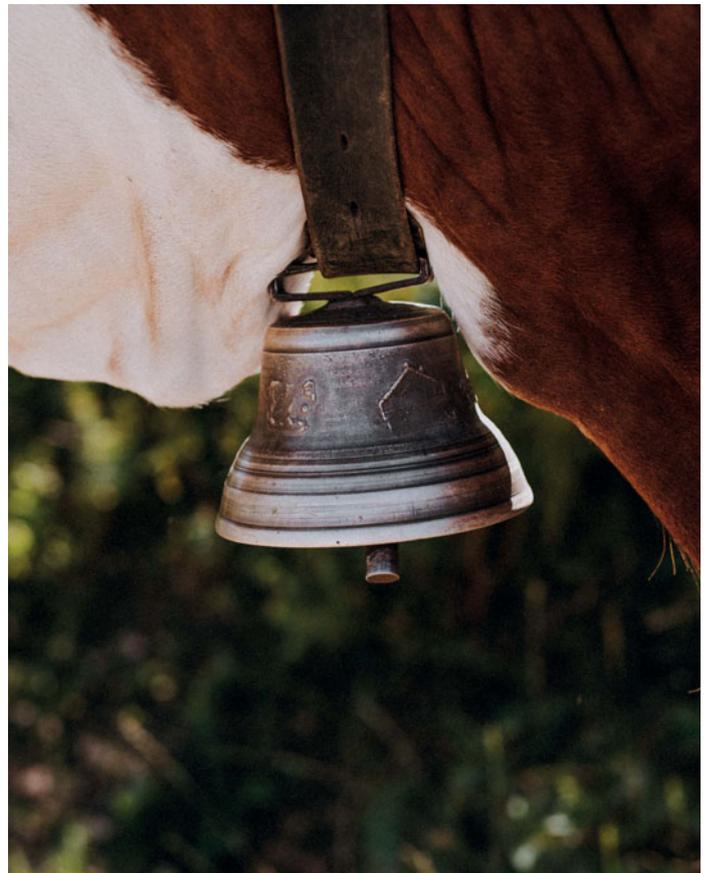
Today, Comté is not only loved by millions of people in France, but all over world, including countless celebrity chefs and top restaurants. With its array of delicious flavours, varying depending on how long the cheese has been aged for, the weather and the time of year (affecting what the cows are eating), each 40kg wheel of Comté is completely unique.

While this diversity is excellent for a beautifully varied cheeseboard, it also makes Comté the perfect addition to many mouth-watering seasonal recipes, giving each dish a naturally unique flavour.

FIND OUT MORE

If you're interested in stocking Comté, or for more information, please visit comtecheese.co.uk or email info@comtecheese.co.uk.

“ Comté's methods of production are still based on the original co-operative approach and artisan traditions that it was founded on over 1,000 years ago ”



HOW TO BE ICONIC

Running a cheesemonger is no mean feat, especially in the current climate, so what is the secret to success and what does it take to be revered across the world? We take a look at three businesses around the world that have taken the industry by storm



Championing home-grown produce

SAXELBY CHEESEMONGERS, NEW YORK

For Anne Saxelby, the founder and co-owner of Saxelby Cheesemongers in New York, the journey to cheese shop-owner was by no means traditional. "The scene in New York is pretty diverse. Nobody in the U.S. goes to school to be a cheesemonger, nor are there many formalized apprenticeships like there are in Europe, so it's a bit of an eclectic mix. I started my career in cheese after attending art school, and at the moment behind our counter we have an actor, a former violinist,

“ We aim to be the bridge between the cheesemaker and the cheese lovers ”

an illustrator and someone who worked in publishing. They range in age from their twenties to their fifties, so it's truly a great range of people. The monger community in NYC is overall very fun and supportive.”

Anne opened up a stall in 2006 in the Essex Street Market on Manhattan's Lower East Side dedicated to American farmstead and artisan cheese, and in 2017 opened a retail store at the famous Chelsea Market. "I felt like there were many shops in New York that had great European selections, and the American artisan cheeses would get a bit lost in the shuffle. I wanted to support all of our incredible domestic cheesemakers, many of whom, in my opinion, are making cheeses that are far more interesting and truly 'artisanal' than what's being imported these days.”

It's this passion for representing home-grown produce that makes Saxelby's a step above the rest. "Our focus on local and domestic



“ We have control over the texture and flavour of the final product in a way that makes it particular to us ”

BUCHANANS CHEESEMONGER, LONDON

This cheesemongers in Porchester Place takes a next-level approach to ensuring that its cheese offerings are in the best possible condition. Owner Rhuaridh Buchanan began his career managing fine dining restaurants and then went on to train as an affineur at Paxton & Whitfield. Using his extensive knowledge of maturing cheeses he set up his own shop in 2014 with a curated range of cheeses tended by the team in the on-site cellars which run at different temperatures and humidity levels to allow for the individual maturing needs of each type of cheese. "Customers who are new to our shop often ask us what we have that is different or unusual, which is difficult to answer because the uniqueness we offer is more to do with how we condition the cheese. Buying it young and caring for it in our on-site maturing rooms means that we have control over



the texture and flavour of the final product in a way that makes it particular to us," says Rhuaridh.

Another point of difference for Buchanans is the carefully curated range. "In the last year we cut our stock lines from about 150 to 100 with the aim of focusing on the quality and condition of those 100 cheeses," he says. "We only bring around 25-30 of our cheeses to the shop counter each week and they can vary day to day depending on what is tasting great. This works well for us as we find customers aren't overwhelmed by too much choice and we have lots of local regulars who like that the cheese counter changes. They trust that if we've chosen something to put there, it must be in great condition for eating now. If someone wants something specific, it's likely that we have it even if it's not on display, and if we don't, we are confident in suggesting an alternative from within our range."

LAURENT DUBOIS, PARIS

Laurent Dubois is known as a Meilleur Ouvrier de France, which is the highest honour for a cheesemonger and affineur in France. With this level of authority behind it, any of the four locations in Paris will provide customers with knowledge and expertise of the cheeses they offer. Théo Michel, associate and partner of Laurent Dubois, says that it

is exactly this that makes this business special. "What makes la Fromagerie Laurent Dubois different is the particular attention we have for our customers, how we can provide advice on well-known cheese or recommendations to discover new products. We have a wide selection of cheeses, all ripened with high quality standards, and we give a prime position to raw milk cheese."

With a huge variety of products on offer, including raw blue, sheep and goat's cheeses, this well-stocked shop aims to please its customers. But what is their speciality? "Comté would be the ambassador of Laurent Dubois cheese shops. We have a large range of flavours with Comté, with several vintages (from 15 to 40 months of ripening) coming from different artisanal cheese dairies. Comté is definitely a must-have when you enter our shops!" Going above and beyond is also part of the appeal of this business. Théo tells us that they offer homemade cheese creations which can be prepared with spices, fruit or truffles, with one of their earliest creations being Roquefort with quince jelly for a sweet and savoury balance.

“ Going above and beyond is part of the appeal of this business ”



Laurent Dubois

APPLEBY'S CHEESE



Appleby's of Abbey Farm are third generation farmhouse cheesemakers. Celebrating decades of awards, this traditional dairy prides itself in creating unique British Territorial cheeses. From soil to grass to cows to milk to vat and eventually cheese, every element is carefully curated. Appleby's products include Traditional Cheshire, Double Gloucester, Smoked and Whey Butter. 'Must haves' for cheese counters or boards.

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STAFFORDSHIRE CHEESE COMPANY



In the beautiful Churnet valley, close to Leek, the Queen of the Staffordshire Moorlands, Staffordshire Cheese Company has been making cheese for over 20 years. Dovedale Blue, Buxton Blue and Staffordshire cheese, all with PGI status, are made by our experienced team of three, using locally-sourced milk. Winning Gold, Silver and Bronze awards at Melton Mowbray Artisan Cheese Festival 2018 shows us what we already knew – our cheeses are one of Staffordshire's best kept secrets!

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THE CHESHIRE CHEESE COMPANY



The award-winning Cheshire Cheese Company has a unique range of 15 contemporary waxed cheese trucks, cutting wheels and chutneys. The range is perfect for farm shops, delis, cheese shops and garden centres. Our Extra Mature Black Bob Cheddar, Caramelised Onion & Rioja and Gin & Lemon Cheshire are amongst our best sellers. 2kg cutting wheels and a range of chutneys are also available. We have recently added a Charcoal Cheddar and also offer seasonal specials such as Strawberry & Champagne hearts for Valentines Day and Wensleydale & Cranberry at Christmas. All are Vegetarian Society-approved.

07702 976 704 wholesale@cheshirecheese.info cheshirecheese.com



HOW TO..

SERVE

The Snowdonia range all lend themselves to a classic cheeseboard because of the variety of flavours and brightly coloured wax which add interest. However, our customers are food lovers and often ask us for recipes for how they can use our cheeses for more than a cheese board. In response to this, our recent marketing campaigns and in-store POS have demonstrated the flavour that can be achieved by incorporating Snowdonia Cheese into a range of easy-to-make and authentic recipes. We're eager to show how cheese is much more than just a Christmas treat and makes a real difference when used for cooking in everyday dishes.

Snowdonia Cheese Company was founded in North Wales in 2001. Our vision was simple: we wanted to create a range of premium cheese, created with care and expertise and using only the finest ingredients. Our cheeses have mouthwatering flavours and textures, and with their distinctive wax colours we have created a characterful family of multi award-winning cheeses that we are now renowned for. Along with its distinctive coloured wax, each cheese has its own carefully created name to ensure they stand-out on the cheese counter.

RECIPE FOR SUCCESS

Richard Newton-Jones, commercial director at Snowdonia Cheese Company explains how they've grown from a small family business to become a hugely successful UK and international brand with the UK's most loved speciality cheese, Black Bomber

herbs, and Ruby Mist, which is a Mature Cheddar with warming hints of port and brandy.

It's an eclectic range of 11 variants which caters to a large variety of palates, and people do have their favourites! Our newest addition is Nature's Nectar, a Mature Cheddar with Rum marinated figs and honey which makes a superb addition to a dessert cheeseboard, served with a glass of dessert wine.

An expanding customer base

Our products still sell where we started out – at farm shops and in fine food delicatessen and cheesemongers. We can also be found in quality grocery stores that cater for those people who appreciate and demand premium and high quality products.

Over the last few years, we've expanded into international markets including Canada, USA, Europe and Australia. People in these countries appreciate good cheese and as in the UK, the brand has flourished, selling to cheese lovers who appreciate our flavours and textures across the range.

HOW TO..

SELL

The bold colours and innovative wax packaging of Snowdonia products make them really stand out on the chiller aisle or cheese counter. Buyers seem to really love the carefully selected colours which really complement each other and look great when merchandised as a full set. With a branded cheese it's important to ensure that simple things like the label being the right way up and facing the customer are done.

What's in the range?

The range is packed full of premium flavours that inspire the food lover and we have an array of savoury and sweet variants.

Where Cheddars are concerned, Black Bomber is a modern classic. It's such a flavoursome and versatile product with a wonderful texture – an Extra Mature Cheddar that can be enjoyed on its own or as the centrepiece of a cheeseboard. Its success has been phenomenal; even in the early days of Snowdonia it was an instant hit. Just this year it was voted the number one cheese brand by the prestigious

Guild of Fine Food for the fourth time in five years, so the awards keep rolling in and we never take them for granted. We work hard to ensure all of our products are crafted with care so it's great to see them getting such recognition from industry experts.

Red Storm is our vintage Red Leicester with a crystalline texture and a surprisingly intense flavour. Beechwood is a Mature Cheddar naturally smoked over beech wood chips for a smoky depth of flavour throughout. In the range you'll also find Red Devil for a spicy hit, Green Thunder which has garlic and





MAKE YOUR DELI A DESTINATION

With a loyal fanbase of discerning cheese lovers across the UK, our vibrant, award winning range is shorthand for premium in any counter.

The UK's 'Most Loved Speciality Cheese Brand'



Made with pride, bursting with character

MASTERS OF CHEESE

Harvey & Brockless has kicked off 2019 with new launches and a programme of events to support customers

As a producer and distributor, Harvey & Brockless works with a nationwide network of customers – from farm shops to restaurants to food manufacturers. It's set to be a busy 2019, with a focus on investing into their communities to increase knowledge and understanding within not only cheese, but patisserie and cured meats, too.

The arrival of spring also signals a taste for goat's cheeses and Harvey & Brockless' Cheese Cellar Dairy really do hit the spot. George Bramham heads up the dairy and all the cheeses are made with raw milk from local farms. Ashlynn, Blanche and Clara are award-winning cheeses, each with distinct personalities, and the latest addition, Trufflyn, has a delicious line of minced truffles running through its centre.

What's new?

Promoting cheese knowledge and providing career development is key as founding patrons and training provider for the Academy of Cheese, and Harvey & Brockless continue to be a training provider and support the courses on offer.

Supporting the food service industry is a priority and Gary Parsons, Harvey & Brockless's new group development chef, is showcasing the product range to customers through complete dishes and menu ideas. Gary hails from the New Wimbledon Lawn Tennis Club and will be on the stand at the National Restaurant

Awards in collaboration with Restaurant magazine on 10th June, showcasing a selection of artisan British cheeses and cured meats, alongside newly launched sauces, dips and dressings from Harvey & Brockless Kitchen.

As well as the regular pastry demos and trips to visit producers, including Lescure PDO butter, Viron flour and Valrhona chocolate, Harvey & Brockless will also be hosting Meet the Makers masterclasses led by Chef Gary and other leading chefs and experts in patisserie, including Claire Clark (Pretty Sweet London) and Ludovic Chesnay (Lescure) later in the year at their flagship learning and development centre currently under construction at the Battersea site.

Meeting the makers

Harvey & Brockless help independents to build face-to-face connections with producers



through the live Meet the Maker events. Kicking off again on 5th June 2019 at the new venue of Freemasons' Hall in London, this year's event is set to be bigger and better than before, giving over 70 artisan producers access to over 300 customers including Fortnum & Mason, Whole Foods Market and Harrods. With two events taking place across the country, it's an opportunity to experience engaging masterclasses and sample a fantastic selection of speciality foods to help get the best out of the products on offer.

“ The Meet the Maker events are an opportunity to experience engaging masterclasses and sample a fantastic selection of speciality foods to help get the best out of the products on offer ”



Thanks to Anne Boleyn, Henry VIII fell out with the Catholic church, dissolved the monasteries and reallocated their land. He allotted a particularly beautiful stretch of land to a chap called Thomas Bidwell. And when our distant ancestor Richard Quicke walked Thomas' daughter, Elizabeth, up the aisle of the local church, the Quicke family became established in Newton St Cyres.

Fast-forward to the 20th century when the two World Wars brought dire regulations on cheesemaking and farmers were only allowed to make 'National Cheese' - a bland Cheddar-style abomination. Sir John Quicke, however, was led back into cheesemaking in the 1970s and set out to craft the finest cheese in the world.

Newton St Cyres has been our home for 14 generations, so we truly appreciate the importance of the ancient environment that is Home Farm. A simple ethos shapes life at Quicke's: "Farm like you're going to live forever."

We make a selection of award-winning Cheddars, cheeses and whey butters. From our classic two-year old Vintage Cheddar

"FARM LIKE YOU'RE GOING TO LIVE FOREVER"

Mary Quicke shares the grass roots ethos of the world-renowned cheesemaker



to our delightfully different Goat's Milk Cheese, our range is a balance of heritage and innovation.

The process of making Quicke's Cheese is hugely unique from start to finish, from the milk from our specially-bred cows, to our heritage starter cultures, to the microflora of our cheese stores. With over a century's experience between them, our team of expert

cheesemakers understand that what they do is an art. Using all their senses, they individually craft every cheese by hand.

Every month all our cheeses are then meticulously graded, using a century-old grading scheme, by an external assessor, along with myself, to make sure each new batch is as excellent as the last.

Our connection to our farm and our land is strong and visceral. We aim to spread that connection far and wide, in ways that bring delight and joy to a global community of people who share our values and understand the importance of crafting greatness from nature. We export to the US, Australia, Ireland, Japan, various European countries, South Africa and Hong Kong, to name just a few.

We take enormous pride in creating great things from the land and delivering them to others in ways that create enjoyment. We will continuously strive to make world-class clothbound Cheddar that delights people all over the world.

“ We take enormous pride in creating great things from the land and delivering them to others in ways that create enjoyment ”

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FROM OUR LAND.



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QUICKE'S
EST. 1540

FAMILY VALUES

In 2019 Shepherd's Purse Cheeses are celebrating 30 years in business

The iconic cheese company was launched at the Great Yorkshire Show in 1989 with a range of ewe's milk cheeses. However, the story began two years earlier, in 1987, when farmer's wife Judy Bell took a part time job as a receptionist at a local osteopath. There she discovered more and more people were coming in suffering from a cow's milk allergy, and serendipitously, a lady introduced her to the benefits of ewe's milk as an alternative. Judy returned home and spoke to her husband and her father-in-law about her idea.

Having never milked cows on the farm, let alone sheep, it was a shock to other local farmers that Judy was supported in her idea, and she set about establishing her flock with a purchase of six experienced milking sheep from the Hamsterley Forest. Over the years that followed, her flock would grow to 400. In those early years, Judy experimented with her milk, making yoghurt, cheese and ice cream as well as selling frozen milk to a number of people suffering from conditions that ewe's milk helped. However, it was to be cheesemaking that shone through and began to overshadow the rest.

Judy's cheesemaking skills developed under the expert tutelage of local cheesemaker Les Lambert, a traditional cheesemaker from Fountains Dairy in Kirkby Malzeard. He was excited at the prospect of making a very traditional Wensleydale from ewe's milk, as it was originally made in the Dales, and so he would come to the farm on a Saturday to mentor Judy and make a traditional Wensleydale from Judy's ewe's milk. His support was absolutely essential to the establishment of Shepherd's Purse; he encouraged Judy to enter her first cheeses into competitions and to take a stand at the Great Yorkshire Show to get her cheeses in front of the public.

Olde York and Yorkshire Fettle (or Yorkshire Feta as it was then) were two of Judy's first cheeses, alongside the Original Yorkshire Wensleydale, that Les helped to



develop. And it was Olde York that won Judy her first Gold medal for cheese when it came first in its class at Nantwich International Cheese Show in 1989.

In the following years, Shepherd's Purse became firmly known as speciality cheesemakers, rather than solely sheep milk product creators, and had begun buying extra ewe's milk from friends they had made in the sheep dairy farming world. Once they had established a process for buying in milk, it made

sense to look at cow's milk, too. If they were going to develop a cow's milk cheese they wanted to do something unusual. At the time there were very few Continental-style blue cheeses made in the UK and so they set about developing one. After many trials and tribulations and support from fellow cheesemakers, Yorkshire Blue was born, alongside an ewe's milk blue Mrs Bell's Blue. In the early 2000s they added a water buffalo milk blue cheese to the family too, Buffalo Blue, which was re-introduced this year.

In 2012, Judy stepped down from running Shepherd's Purse, allowing her daughters, Katie and Caroline, to take the reins and build Shepherd's Purse whilst retaining and building upon its strong values. Judy is proud today to see Shepherd's Purse making a range of blue cheeses, including Yorkshire Blue and Harrogate Blue, alongside her original Yorkshire Fettle and Olde York. They are now a team of 35, still working on the family farm in North Yorkshire, focusing on making world-class artisan cheeses every day. As part of their 30th year celebrations, Shepherd's Purse will be launching a new cheese as well as a limited edition cheese at the 2019 Great Yorkshire Show.

“As part of their 30th year celebrations, Shepherd's Purse will be launching a new cheese as well as a limited edition cheese at the 2019 Great Yorkshire Show”



WHAT'S IN THE RANGE?

- Olde York
- Yorkshire Fettle
- Mrs Bell's Blue
- Buffalo Blue
- Yorkshire Blue
- Harrogate Blue
- Bluemin White
- Katy's White Lavender



shepherdspurse

Shepherds Purse Artisan Cheese

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THE IRRESISTIBLE TEMPTATION OF LA DOLCE VITA

With passion at its heart and a number of iconic cheeses in its portfolio, no wonder Ca Form is a renowned part of Italy's cheese landscape



The history of Ca Form dates back to 1887. Since then the milk has been processed with love and passion, new products developed and excellent results received. The care of the animal, milk quality, competence of staff and attention to detail in the production and maturation process have allowed FiorDi Maso (the brand) to receive the highest appreciation in Italy and abroad. Located in the Veneto region North of Italy, with its four production plants and modern and functional logistics and distribution centre, it has become an important player in the cheese world.

In its cellars more than 100,000 types of cheeses are aged and stored daily, a combination of items created in the business's own production plants and those originating from other regions.

ECO-FRIENDLY PACKAGING

The last innovation for Ca Form Group is investment in environment-friendly packaging. The new line of Skinfresh packed cheeses is one of the newest inventions in cheese category.

We believe that today's consumers are more focused on product labelling than they've ever been. The product package and label is the longest lasting platform to connect with shoppers throughout their purchasing decisions and the product's life. And not less important is the Ecosystem protection.

The business offers a full range of Italian cheeses and cured meats, from the most sought after niche products to the best known, and produces a range of maturation from medium to extra matured and in different formats from deli wheels to wedges and retail packs.

Italian cheese icons

The Ca Form Group, with about 260,000 Asiago DOP cheeses and 120,000 Montasio DOP cheeses produced each year, is the Italian leader amongst privately held companies in the production and distribution of these two prestigious cheeses. Thanks to the quality of its production, the company is also among the most successful at an international level, and has helped to make Asiago DOP the fourth top-selling Italian cheese in the world and Montasio DOP the sixth.

The unique, characteristic and distinctive taste of Asiago DOP and Montasio DOP FiorDiMaso is the result of over 140 years of production experience, the careful selection of raw materials plus continuous investment in technology and innovation.



Ca Form has received 50 awards in last 11 years from very important cheese competitions including Caseus Veneti

“ The care of the animal, milk quality, competence of staff and attention to detail in the production and maturation process have allowed FiorDi Maso to receive the highest appreciation in Italy and abroad ”



DID YOU KNOW?

SKINFRESH PACK:

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- Long freshness and taste
- High product visibility
- Excellent choice for your assortment



Product of Italy



IRRESISTIBLE TEMPTATION of Dolce Vita in SKINFRESH PACK



Product description

Revolutionize the shelves with the innovative "SKINFRESH PACK".

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the technology of SkinFresh makes the vision of prepacked cheese very alive. For the consumer it is very attractive.

Long freshness

SkinFresh allows Fiordimaso cheese to keep freshness and taste longer.

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SkinFresh is 100% recyclable and with 70% less plastic.

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<http://usa.fiordimaso.it/>

JAPAN | Ca.Form Japan Ltd
2-12-6 Futaba Shinagawa-Ku
142-0043, Tokyo
www.caform.jp

Company History

Since 1887, milk has been processed with love and passion, new products developed and excellent results received. Thanks to the accurate selection of the raw material, high technology and a good service, Ca Form is one of the largest and well-known Italian cheese producer who is able to provide a complete cheese supply chain, from the cow to the final product.



WWW.FIORDIMASO.IT

CHEESEMONGERING

101

Ensure cheeses stay at their best with our essential guide to cutting and storing



When it comes to cheesemongering, the processes of cutting, packaging and storing are there to ensure that all varieties of cheeses are kept at their best for the customer. We speak to two industry experts who break down the fundamentals:

Cutting

Andy Swinscoe at The Courtyard Dairy gives his expert advice on the subject. "In terms of tools a cheese wire does the best job and Handee cutters are fabulous and easy to use – they cut everything cleanly and neatly, from soft to hard to blue. We also have Parmesan tools for splitting whole Parmesans and scoring the rind of some hard cheeses before cutting. We do use a sharp knife on some cheeses as it can be washed up faster than a handee cutter (and we can have many knives) to reduce the chance of cross contamination."

"The way cheese is cut can affect the taste," he continues. "You can end up with too much rind so that it's not fair on every customer, or cut it so it gives more cut surface area and will dry out faster. It's important to cut nice and cleanly – people are paying a premium for artisan cheese and

the cutting and packaging are part of that, so the piece should look nice and neat. We used to 'crumble' cut our Lancashire, like you'd do for Parmesan, as it looks fabulous cut that way on the counter, but after looking into it we found that as it had a rough surface it wouldn't keep as well on the counter and for the customer at home; you couldn't wrap it tightly and it had more surface area so dried out. So, although it looked good on the counter, the end result when the customer took it home and ate it in two weeks probably wasn't great, so we stopped doing it that way. It's not hard to get it looking nice and neat; don't rush and make sure to practice. Don't forget to place it into the bag neatly so no cheeses are squashed and misshapen as the customer takes them home. Remember that when they get them out at home, that is their impression of your business!"

Storage

Want to know how to keep cheeses in peak condition? David Wall, shop floor manager and resident cheese guru at Welbeck Farm Shop, offers his top tips. "When cheese comes in," he offers, "it is stored in our back-of-house refrigerator; our back deli fridge runs too cold for cheese, so we

“ People are paying a premium for artisan cheese; the cutting and packaging are part of that, so the piece should look nice and neat ”

stores cheeses and vegetables in a different chiller which runs a few degrees warmer. When it's in the counter, it's usually at around 4-5°C. We introduce a little humidity into the air in storage, but as we have a high turnaround of stock, it would be a bigger concern if we were maturing the cheese over a period of time. We are lucky enough to work with some very good cheese suppliers who ensure that we get consistently high quality products in at their optimum ripeness."

"We have to check temperatures as part of our standard food safety procedure. Equally as important is how you work with the cheese. Does it look as good as it can do? Is it as clean as it can be? Has it ripened or dried out to such an extent that we should not sell it? Is it different to the last batch of cheese that we had in? If so, how? It's this engagement with the cheese that makes cheesemongery really



ANDY SWINSCOE,
COURTYARD DAIRY



DAVID WALL, WELBECK FARM SHOP



interesting and skilled work. Don't pack a cheese delivery away without inspecting every cheese. No two cheeses are the same, so first in first out doesn't always apply. Do not stack cheeses on top of each other – let them breathe.

“Also, don't store the cheese directly opposite the air unit in your back of house fridge, try to keep them away from the strongest air flow.”

Wrapping & packaging

When it comes to the best way to package cheeses, Andy offers advice from his own practices: “I think wax paper is best for packaging, but it depends on your turnover of customers. For some shops with a low sale of cheese, vacuum packing each piece may enhance its life, although it can affect taste and texture. We use a thick grade wax paper and wrap as tightly as we can and encourage customers to eat the cheese as soon as possible – it really is at its best like that and you want them to eat it in good condition,” he explains.

“Most of our cheeses come wrapped in wax paper. If they

are clothbound, have a synthetic rind (e.g. Lincolnshire Poacher) or are whole cheeses we take them out of the paper and leave them as is, which enables them to breathe in storage. The same cheeses with cut surfaces would have cling film wrapped over the cut surface, to reduce the drying out of the cheese. Soft and washed rind cheeses tend to come in wax paper, so we would leave them like that in storage and then wrap them in eucalyptus paper for the counter or when cut,” says David of the way cheese are packaged at Welbeck.

“We use the smallest amount of cling film possible; if possible we'll use it to just cover the cut surface. Especially with cheeses like Comté, Red Leicester and Ossau Iraty, where the cut surface is quite a large surface area. Sometimes with smaller cheeses, such as Hawes Wensleydale, we may have to cling film the majority of the cheese. The less cling film we have to use, the more the cheese can breathe and the less you have to scrape it when you unwrap it to sell. With soft or rind washed cheeses, we wrap

EXPERT TIPS

David Wall of Welbeck Farm Shop's tips to pass on to shoppers

- To serve it at its best, get the cheese out of the fridge at least two hours before eating
- If buying small pieces, aim to eat them within 3–4 days of purchasing
- Don't leave the cheese unwrapped in the fridge
- Don't wrap cheese in cling film. Ideally keep it wrapped in the wax paper that you bought it in, although keeping it in a Tupperware box with the lid not quite on is good

them in eucalyptus paper which is still transparent, but allows the cheese to breathe unlike clingfilm. The downside is that it is more noticeable in the counter and less attractive. When we sell cheese we would wrap it in wax paper, which isn't aesthetically pleasing in a counter, but is the best thing to store cheese in,” he concludes.

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LE GRUYÈRE AOP ALPAGE

Every summer, cattlemen in the valleys throughout the Western cantons of Switzerland prepare their herds for the voyage up the mountainside. The tradition of moving the animals up the lush lands is known as la désalpe, and has been practiced for centuries. During the summer months the cows yield rich and luscious milk as they graze freely throughout the day. Only one wheel of this exceptional Gruyère is made a day; nutty, sweet, complex in flavour, this is a rare cheese not widely available in the UK.

When it comes to creating a successful cheese counter, one of the first considerations is what will form the foundations of your offering. What will position you as an expert in the field of fine cheese, a cheesemonger with taste?

TASTING NOTES

- Between six and nine months, Le Gruyère AOP Classic has a sweet, nutty and refined taste. This cheese is wonderful for everyday and is particularly loved by children and those adults who love a mild, sweet cheese. It is also fabulous for cooking as it melts superbly to produce a wonderful creamy consistency
- Starting at 10 months, Le Gruyère AOP Réserve has a full-flavoured and aromatic taste, which will please lovers of aromatic subtlety. This is a mature and complex cheese, ideal for a cheeseboard
- Some wheels will be matured up to 18 or even 24 months for lovers of strong sensations. Perfect for cheese connoisseurs!

LE GRUYÈRE AOP: THE CHEESE COUNTER CORNERSTONE

A unique flavour and trusted provenance make this ancient cheese a must-stock

One cheese whose reputation precedes it is Le Gruyère AOP, a Continental cheese from Switzerland which has been wowing discerning lovers of cheese for generations.

In Gruyère, 900 years of tradition and provenance come together to produce one of Europe's best-loved cheeses. Created since 1115 in family-run village dairies located in the western canton of Switzerland, the cheese was awarded national Controlled Designation of Origin (AOC) status in 2001, followed by European Protected Designation of Origin (AOP)

status in 2011, which ensures that the cheese maintains the tradition, taste and provenance which make it so revered across the Continent and beyond. The rigid specifications the 170 Gruyère-producing dairies use to create each wheel (just 14 per day) are strictly adhered to, and ensure that every stage of production – from the cows producing the milk to the affineur aging the cheese – is traceable. This means that the taste and quality of Le Gruyère AOP is consistently high. What makes it so popular? For one thing, its subtle yet distinctive flavours which are

not to be found in any other cheese. Truly a cheese of distinction, its quality is consistently high thanks to the exacting methods used in its production – which go some way in explaining its numerous awards.

Who buys Le Gruyère AOP? Not only is the cheese welcomingly versatile and suitable for use in a number of dishes as well as cheeseboards, it is naturally both lactose and gluten-free so suitable for coeliac and lactose-intolerant consumers.

By stocking Le Gruyère AOP, you can be sure of not only a consistently high quality cheese which will sell well, but a consumer base ready and willing to enjoy its unique taste and learn more about this long-revered Alpine cheese.

LE GRUYÈRE®

SWITZERLAND



Born in Switzerland in 1115.

Share a Slice of Switzerland.

All-Natural Le Gruyère AOP Switzerland. Only the best for your customers!



Our milk producers, cheese makers and affineurs have been producing the one true Le Gruyère AOP in the mountains of Western Switzerland for over 900 years. The inimitable flavour of our product is still very tightly linked with the local, long-held traditions and terroir of the region. So you see, sharing a slice of real Le Gruyère AOP Switzerland is like sharing a slice of Switzerland itself!

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Gluten- and Lactose-Free.**

For more information and some great recipes, please visit us at gruyere.com

AOP = PDO (Protected Designation of Origin)



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www.cheesesfromswitzerland.com



ELITE CHEESES

Elite Imports Limited has been providing Bavarian cheeses to distributors and retailers for the past 30 years

Käserei Champignon is a family-owned Bavarian cheese producer with more than 100 years of cheesemaking experience. Champignon found its roots when Julius Hirschle, its founder, travelled from Germany to France to learn how to make cheese in the early 1900s. Today, the name now represents a mark of quality cheese. The company's head office is in Lauben, Allgäu, in the countryside of Bavaria.

Elite Imports Limited has been the UK & Ireland representative of Käserei Champignon for over 30 years, with products including a range of award-winning soft cheeses. The company has

successfully introduced quality brands such as Cambozola, Montagnolo Affiné and Rougette Bavarian Red to the UK market. The business's UK base has cheese arriving on a weekly basis from Germany, packed to order ensuring freshness and quality of the cheese to speciality distributors and retailers across the country.

David Gremmels of Rogue Creamery in the USA, one of the final judges from the World Cheese Awards, described the Montagnolo Affiné cheese as "a brilliant blue." He said, "You get a sweet, creamy flavour, a medium spiciness from the blueing, and the rind melts beautifully into the paste."



MONTAGNOLO AFFINÉ

This decadent and creamy soft blue cheese is made from cow's milk in the Allgäu region of Bavaria. It combines a buttery rich texture with the distinct and slightly spicy flavour of a blue cheese. Slowly matured, its initial subtle blue tones deepen as the cheese ages. Distinctive in appearance, this cheese is marbled with beautiful blue veins on the inside and has a natural grey mould on the outside.

ROUGETTE BAVARIAN RED

A family favourite, Rougette Bavarian Red is extremely creamy, mild and buttery. The milk for this triple cream cheese comes from the Allgäu region of Bavaria, Germany. The distinctive look of its red exterior is the natural colour of paprika extract. Rougette tastes mild when it is young and increasingly finely spiced as it matures.

Another award winner is the Rougette Bavarian Red. "This is a cheese full of character," says Mick Acuta, sales manager at Elite Imports. "We have had an excellent response to this cheese, especially after its continued success with awards in recent years."

Award Winning Bavarian Cheese

WORLD CHEESE AWARDS CHAMPION 2011

WORLD CHEESE AWARDS SUPER GOLD 2015-16

WORLD CHEESE AWARDS SUPER GOLD 2016-17

INTERNATIONAL CHEESE AWARDS SUPREME CHAMPION MARCH 2012 - OCT 2012

INTERNATIONAL CHEESE AWARDS GOLD AWARD MARCH 2012 - OCT 2012

WORLD CHEESE AWARDS GOLD 2014-15

WORLD CHEESE AWARDS SILVER 2017-18

WORLD CHEESE AWARDS GOLD 2018-19

great taste GOLD WINNER 2017

Soft blue cheese with a distinctive grey rind.
"Superbly creamy" - Judges, Great Taste Awards 2017

Montagnolo Affiné

WORLD CHEESE AWARDS GOLD 2014-15

WORLD CHEESE AWARDS SILVER 2017-18

WORLD CHEESE AWARDS GOLD 2018-19

WORLD CHEESE AWARDS FROM 2012 GOLD WINNER

INTERNATIONAL CHEESE AWARDS GOLD AWARD MARCH 2012 - OCT 2012

Rougette Bavarian Red

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TASTE OF BRITAIN

Cheese Buyer shares the past, present and future of this popular cheese business

When Adrian and Annette Rhodes started making cheese in 1988, they could never have imagined the journey that they would embark upon. They have continued to grow and develop the business ever since, with Carron Lodge becoming renowned as one of the leading cheese wholesalers to the independent sector in the UK. In 1995, when they formed Carron Lodge Ltd., they expanded the business to include other specialist cheese beyond their own. However, the core principles of the business remain in place today, operating on the same farm where the business began.

Carron Lodge now has four distribution depots, which allows them to cover the majority of

the UK with their own fleet of vehicles for next day delivery. They have over 2,000 products in stock and ready for despatch. Its core focus remains specialist cheese, with a superb selection of artisan British and Continental cheese. The business's extensive distribution allows them to work with cheesemakers in all areas of the UK to ensure that they have stock of cheese from all regions. The sales team learns from expert cheesemakers, which allows them to help induct training days, advise on key products and offer assistance in display cabinets.

As farmers, sustainability is a key area of focus for the business. Their drivers are always happy to collect any packaging that they deliver and return it to site.



From there, plastic is recycled and cardboard is shredded on-site to become bedding for cows and buffalos. Carron Lodge has further implemented a movement towards solar energy, with half of the farm now powered by solar panels that were fitted last year. All water for the farm also comes from a bore hole on site to help minimise impact on the environment.

As cheesemakers, the business had a lot of success last year. Inglewhite Buffalo won Best Specialist Cheese at the International Cheese Awards, before winning a super gold at the World Cheese Awards. With

“ The core principles of the business remain in place today, operating on the same farm where the business began ”



24 buffalos now on the farm, this cheese has attracted a lot of interest and appeared on James Martin's *Great British Adventure*. The cheese is clothbound and left to mature for over nine months. The richness of the buffalo milk gives the cheese a creamy texture with an earthy flavour. Lancashire Blue has continued its success, being awarded gold at the International Cheese Awards.



CARRON LODGE LTD

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- Award winning cheese made on site
- No minimum orders
- Our 4 depots cover the majority of the UK
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“ Provenance and heritage are integral to the Wensleydale Creamery brand and its award-winning range of handcrafted cheese ”

The Wensleydale Creamery, based at Hawes in the heart of the Yorkshire Dales National Park, is renowned for its traditional cheesemaking skills, as well as being innovative with the development of new cheese recipes.

Provenance and heritage are integral to the famous cheesemaker's brand and award-winning range of handcrafted cheese. The Wensleydale Creamery has a fascinating story to tell, and, by creating a truly enjoyable and memorable experience, it has successfully gone above and beyond to draw visitors, becoming one of the most recognisable and beloved tourist destinations in the North of England which attracts over 300,000 visitors every year to its popular Visitor Centre.

The Creamery has continually invested to develop its visitor experience since it first opened 25 years ago. The most recent addition is a new Demonstration Room, complete with a fully equipped kitchen and tasting area, together with technology for streaming demonstration footage, film and audio clips. Visitors are taken on a journey in the art of the Yorkshire Dales' rich cheesemaking history, stretching from the 1100s through to the

THE TASTE OF YORKSHIRE

With almost 1,000 years of cheesemaking history, the Wensleydale Creamery is sharing its traditions and products with new visitors every day

current day, with the installation of stunning infographics and displays. The pinnacle of the development is the programme of interactive demonstrations of cheese and butter-making, delivered by the Creamery's knowledgeable cheese experts. With a full programme of specialist cheese tasting, grading and pairing workshops, plus cookery demonstrations, visitors can fully immerse themselves in the world of the much-loved creamy, crumbly cheese.

The Creamery's master cheesemakers can also be viewed at work, handcrafting cheese from pure local Wensleydale milk, from a purpose built Viewing Gallery. Fitted with touch screens, visitors can view every detailed step of the Yorkshire Wensleydale cheesemaking process with behind-the-scenes footage.

Many of the Creamery's secrets can be discovered, such as how cranberries get into Yorkshire Wensleydale, how blue cheese goes blue, how to tell if a cheese has been naturally smoked, and how cheeses are coated in wax. With hands-on games and activities, there's fun for the whole family; children can enjoy driving the milk tanker and learn how a cow makes milk, as well as an area dedicated to Wallace & Gromit.

Rounding off the experience, visitors can delight in the tasting of over 20 varieties of handcrafted cheese, including some limited editions, in the Visitor Centre Cheese Shop; a large refrigerated room which also stocks a wide range of accompaniments. With dishes inspired by the use of its cheese, the Creamery's Restaurant & Coffee Shop showcases the best of Yorkshire food with

unique signature recipes. From Wensleydale Chicken to Yorkshire Wensleydale & Ginger Cheesecake, and homemade soup served with pots of Yorkshire Wensleydale cheese to crumble on top, to the famous delicacy of Yorkshire Wensleydale & Fruitcake, and Apple Pie served with Yorkshire Wensleydale cheese, the menus truly celebrate all that is special about its cheese.

The Wensleydale Creamery has worked hard to find a way to go beyond the product to tell the story of its very special cheese through its Visitor Experience; from the local family farm milk, to the unique methods used to craft the cheese, to tasting the finished article. It is the honest, transparent and genuine approach to everything that they do that visitors fall in love with.

With almost 1,000 years of cheesemaking history, Wensleydale Creamery has become a custodian of a historic cheese, and, nurturing a treasure, has developed a unique way of delivering its message through a modern day Visitor Centre.

As the UK's flagship Cheese Visitor Experience, 2019 is set to be another big year for Wensleydale Creamery with exciting plans ahead.



From the heart of the Yorkshire Dales...

Custodians of a 1000-year heritage, Wensleydale Creamery is the home of the creamy, crumbly classic that is Yorkshire Wensleydale.

By stocking Yorkshire Wensleydale your customers can be assured and delighted that they are buying authentic cheese, handcrafted to time-honoured recipes by our team of skilled master cheese-makers, using pure local Wensleydale milk.

Our cheeses are as timeless, traditional and universally loved as the beautiful Dale from which they come.

wensleydale.co.uk





BEHIND THE COUNTER

First opened in 2012, The Courtyard Dairy has become a must-visit for cheese lovers close to its Yorkshire base and beyond. Here, owner Andy Swinscoe shares the story behind its success

Evolution

We first opened in 2012 after previous time in the industry working for Bath Fine Cheese Co. and an apprenticeship in France with Mons Fromages. We started from scratch with a low set-up budget so initially everything was very minimal. It was just my wife, Kathy, and I, and we only did 20 cheeses; all made on the farm. Over the last seven years our business has grown, and two years ago we moved to a new site – we now employ 15 people and have much more space. This allows us to have on-site a dedicated purpose-built cheesemaking room, a museum space telling the story of farmhouse cheese, more maturation space and a cheese-based café. But by and large the cheese range has stayed the same and that is still the bread-and-butter of our business – it has expanded a touch to 35 cheeses but we've kept it all to our original ethos for sourcing.

Support

For us, supporting businesses starting out in the cheese industry is very important. We would like our legacy to have made a positive impact to the UK farmhouse cheese industry – like Patrick Rance, Randolph Hodgson and James Aldridge's have. I think to do that you should share your knowledge, make connections and help people on their route. In my opinion there are not enough people making and championing farm-made cheese in the UK – and if we can help redress that balance we will! We offer lots of different help to people – talking about recipes, taking them to visit other cheesemakers, discussing issues with cheesemaking and encouraging them down the right route. I am lucky that I have worked in cheese for quite some time so have picked up a few things along the way which are nice

to pass on; I think it is difficult to make quality raw milk farm-made cheese and if we can help then we should. There is nothing more pleasing for me than seeing a farm make a great cheese and knowing we've been part of that journey.

What's in stock

When we moved site we actually decided to keep our cheese counter the same size – in fact we put in no more new selling space, even though we could have. This was because our small counter forced us to be specialist and selective about what we stock – I believe that is a good thing.

We can't just keep adding new products in – we don't have the space. Potential new cheeses are often brought in as guest cheeses first and we have a selective method of rating a cheese to stock basing it around taste, farm-made, traditional manufacturing methods, sustainable farming, raw milk and locality. The more boxes it can tick the better. We then look at how it will fit, and what it may have to replace in the range and if it ticks more boxes/is a better cheese.

We're fairly minimal and neutral. I think good cheese doesn't need much; we sell Peter's Yard crispbreads plus oatcakes and water crackers. Chutney-wise we go for balanced, not overpowering ones by the brilliant Yorkshire makers Rosebud Preserves and Raydale Preserves – both make

WHAT'S ON-SITE?

- A dedicated purpose-built cheesemaking room
- A museum space telling the story of farmhouse cheese
- More maturation space
- A cheese-based café

WHAT MAKES A STAND OUT CHEESE COUNTER?

We don't compromise. All our cheeses taste great and have fabulous story. We also spend a lot of time training our staff – every member of staff visits cheesemakers several times a year. We encourage them to then talk to the customers about their experience and pass that knowledge on.



real quality products. Rosebud's Damson Paste for me is the perfect match – not too aggressive but a nice sweetness and acidity. We position them next to the cheese counter and till.

Events

We run occasional cheese tasting evenings and do charity dos and WIs. If possible we always try to tie it up with another producer (e.g. local brewer/cider maker or wine merchant) to broaden its appeal and offer a differing point of view so it isn't just me talking!

It's always lovely to get makers in, and it helps the staff learn more about the product and have a connection with the producer as well as the customers enjoying it too. As most of our suppliers are small family farms who are milking and cheesemaking every day I don't try to ask them too much – although it does add an extra something special to the business.



The future

The number of farm-producers in Britain is constantly growing – our counter has changed a lot in the last seven years as the quality and diversity of British cheese has improved. I hope we will see that continue and in the end I hope for our counter to become even more focused towards being raw milk, farm-made and also cheeses that are really unique to our area – but we shall see!

I hope to see more good cheesemongers – we need them

to sell farm-cheese. Even since I've been going it's be great to see new cheese shops like Jericho and London Cheesemongers spring up and schemes like the Academy of Cheese be created. I think cheese is often neglected in some farm shops and delis; you see great cheeses going onto the counter and not being looked after and championed. I hope that by having more good cheesemongers it will filter down and raise the overall quality of service, cheese care and selling throughout the industry.

TO DO

- Taste, taste, taste. Don't be afraid to give tasters out. Choose a cheese and support that for the week – learn about it then make it you ambition to taste it out to everyone who goes past you. Trust me – you will see the return in sales, but also you can really make a difference to one farm if you get behind it as a cheesemonger. All you need to do is be confident to give off little slivers and tell every customer about it!
- Customer service-wise, make sure you greet every customer as soon as you see them – it sets the tone off in the right direction. Take your time cutting and wrapping – you are selling a premium product so it should be presented as such. It is easy to do, you just need to practice.

“ There is nothing more pleasing for me than seeing a farm make a great cheese and knowing we've been part of that journey ”



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A new 'Handcrafted' range of speciality cheeses has been launched by the dairy farming co-operative behind the expanding Dragon brand.

The innovative range made by Wales' oldest dairy farming co-operative South Caernarfon Creameries features Cheddars matured in a historic mountain Slate Cavern, infused with Welsh Whisky, plus a Sea Salt and a Maplewood Smoked variety.

Cheesemakers at SCC have teamed up with three iconic Welsh brands – Halen Môn, Penderyn and Slate Mountain – to create each of the cheeses that feature in the exciting new range, which has high quality provenance at its heart and will start appearing in shops in the coming months.

The latest exciting offering is SCC's new Dragon Handcrafted range, being launched as



South Caernarfon Creameries was established in 1938 by 63 local farmers.

By 1954, the number of farmer suppliers had grown to 1,200 and five years later the creamery began making cheese, sold as 'Caws Llŷn'. The creamery, which processes more than 100m litres of Welsh milk each year, still occupies its original site at Rhydygwystl, near Chwilog. The location was carefully chosen on the border between Llŷn and Eifionydd, two areas renowned for their Gulf Stream-warmed lush grass.

ATASTE OF WALES

A new Dragon brand of handcrafted cheeses celebrates the high quality provenance of the iconic South Caernarfon Creameries

complement to the Dragon range, with a tantalising selection of special occasion cheeses all celebrating the heritage and provenance of their high quality ingredients.

Made with 100% high quality Welsh milk from SCC's 130+ farming members, Dragon's Slate Cavern Aged Cheddar is central to the new Handcrafted range. The cheese is matured to its optimum, 500 feet underground in the slate caverns at Slate Mountain, Blaenau Ffestiniog, in a traditional method used for centuries in France to achieve a deeper flavour.

Building on the success of the Slate Cavern Aged Cheddar, the team at South Caernarfon Creameries have developed a product with the iconic Welsh brand Penderyn Whisky, made by suffusing the Slate Cavern Aged Cheddar with its Madeira finish whisky.

A Sea Salt Cheddar and Maplewood Smoked variety have also recently been created for the Dragon Handcrafted range, in partnership with the Halen Môn sea salt company of Anglesey.

Celebrating provenance and heritage

The unique range embodies the high-quality provenance and heritage of all the brands, according to Linda Lewis Williams, new product development manager at SCC. Of the launch of the new range Linda said, "We have taken the best of Welsh high quality ingredients and heritage, and created a premium range of cheeses to truly be proud of.

"We're really excited about our latest partnership with Halen Môn sea salt, and include this collaboration as part of our new Dragon Handcrafted range is the icing on the cake. The sea salt gives it a really lovely flavour," she continues. "It complements the cheese, giving rich, mineral notes."

Alan Wyn Jones, managing director at SCC explains, "The Dragon Handcrafted range is something we have been working on for some time. We wanted to provide a premium range celebrating the provenance of some of our finest Welsh ingredients.

"This has been made possible thanks to the significant

WHAT'S IN THE RANGE?

Dragon brand cheeses made by South Caernarfon Creameries range from Mild Cheddar to a full-bodied Vintage Cheddar.



investment in our cheesemaking plant on the Llŷn Peninsula, allowing us to create unique infusions and blends using traditional techniques but producing on a large scale for the retail market.

"The results are testament to the quality of the produce from our 130 farming members across North and Mid Wales as well as the skill of our cheesemakers."

It follows a record-breaking year for SCC after sales hit £45.1 million in 2017/18. The company's award-winning cheeses are stocked by customers including Tesco, Sainsbury's, Lidl, Aldi, Asda and Morrisons, plus a host of independent retailers across Wales.

Meeting the demands of today

The innovations were possible thanks to a major £13.5m investment in SCC's cheesemaking plant on the picturesque Llŷn Peninsula, a designated area of outstanding natural beauty where the company has had its home for 80 years.

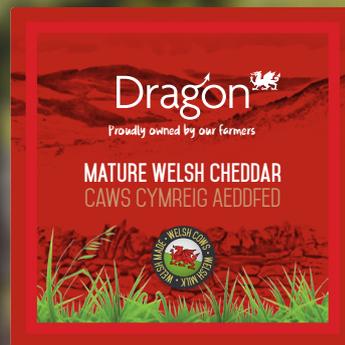
This investment has allowed SCC to take a flexible approach to developing bespoke new cheeses using traditional open table cheesemaking techniques, which can be produced on a large scale to meet modern retail and consumer demands.

AWARD-WINNING CHEESES

A whole host of the co-op's cheese has been recognised and scooped top awards at the British Cheese Awards, World Cheese Awards, International Cheese Awards and Global Cheese Awards and many others.

Dragon

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dragonwales.co.uk

The Beckett family came to Belton Farm in 1922 when Stanley Beckett left the family textile business in Manchester to work at Belton as a farm student, before taking on the tenancy and eventually buying the farm. John Beckett, his son, farmed Belton from 1970 when Traditional Farmhouse Cheshire cheese was made from milk produced on the farm.

Today Justin Beckett, third generation cheesemaker, along with his team of master cheesemakers, combine their considerable experience, expertise and many of the handcrafted techniques used by their predecessors to make cheese of great quality and consistency. The business is grounded in its heritage and the stunning rural surroundings of the Shropshire countryside, but also have the ambition and capability to innovate and deliver for both customers and consumers.

The team produces a range of award-winning cheese which includes classic regional Crumbles such as Cheshire, Lancashire, Caerphilly and Wensleydale along with great

FROM THE FARM

Nearly 100 years on from its first Cheshire cheese, Belton Farm has become an award-winning industry icon



tasting Red Leicester, Double Gloucester and a delicious range of organic cheese which includes Cheddar.

Every cheese is made to individual recipes which have been handed down over generations. Belton's cheesemakers use traditional pint starter cultures that historically were used by farmhouse makers.

The cheese is then pressed for 18 hours, traditionally in horizontal presses.

Provenance is key

The Belton milk field is key to making its award-winning, handcrafted Cheshire cheese. It all starts with local free-range cow's milk which is collected daily from 85 dedicated conventional and organic farms which are all located within a 25-mile radius of the Belton Dairy.

The result is a Cheshire cheese which is light and crumbly with subtle hints of fresh citrus. The slightly salty taste is distinctive to the area the milk comes from as the cows feed on the rich pastures of the Cheshire Plain, with its underlying rock salt deposits. The Cheshire Plain extends from the Mersey Valley in the north to the Shropshire Hills in the south.

SUPREME CHAMPION

In July 2018 we were delighted to have been crowned Supreme Champion at the International Cheese & Dairy Awards in Nantwich



Two delicious varieties

There are two different colour varieties of Cheshire Cheese: a bright White Cheshire and a pale moist Coloured Cheshire cheese: the same delicious Cheshire cheese but by adding a touch of annatto, a natural plant extract, during the cheesemaking process a light amber colour is given to the cheese.

Award-winning cheese

Winning Supreme Champion at the International Cheese and Dairy Awards 2018 put Traditional Coloured Cheshire in the spotlight and raised the profile of this delicious cheese. In addition, Belton's cheese gained listings with supermarkets and wholesalers throughout the country.



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Comté, a French PDO cheese from the Massif du Jura born in the Middle Ages, has long been a mainstay of the cheese world. According to its long history, in its early years it was ideal to sustain entire families throughout harsh winters thanks to its long shelf life, and it has always had community and expertise at its core. As each and every wheel required over 400 litres of milk, dairy farmers joined forces and created “fruitières” to collect enough milk for the community – sourced only from Montbéliarde and French Simmental cows. The animals are well cared for in order

COMTÉ A LA MONTS & TERROIRS

The fruitière makes the heritage cheese worthy of your cheese counter; here's how to cut, care for and serve it

to produce the very best milk: herds must be fed with natural feed and have enough grazing pasture to be comfortable, with 2.5 acres a minimum requirement. It's attention to details such as this which ensures the consistently high quality of Comté, as well as a consortium of dedicated producers which ensures that the methods of production stay faithful to its origin.



aromas of Comté to develop. The wheels then rest for three to six weeks before the cheesemaker can assess their ripening potential individually.

What to stock

The different age profile means there's a taste for everyone, but a good option to stock age

What's the process?

All of the wheels at Monts & Terroirs are ripened following traditional methods which include a warm ripening phase. The temperature of the cellar is raised by 1°C every day until it reaches 16°C, which is the ideal temperature to allow the natural

TASTING NOTES

MONTS & TERROIRS PROVIDES FOUR DIFFERENT AGE PROFILES TO SUIT EVERY PALATE:

- **YOUNG COMTÉ:** 4 months ripening – mild, fresh milk taste
- **FRUITY COMTÉ:** 6 months ripening (minimum) – sweet and nutty with hints of citrus and dried fruits
- **VIELLE RESERVE COMTÉ:** 10 months ripening (minimum) – complex floral and fruity flavours
- **PRESTIGE COMTÉ:** 18 months ripening (minimum) – smoky flavours, strong roasted taste

profile to stock would be Vieille Reserve because of its complex yet delicate and fruity flavour. For this product we only use summer milk, collected when cows graze on meadows and feed on fresh grass and flowers. This feed, especially rich in carotene, ensures the Comté Vieille Reserve has a yellow paste and is naturally complex in flavours.

SERVING SUGGESTIONS

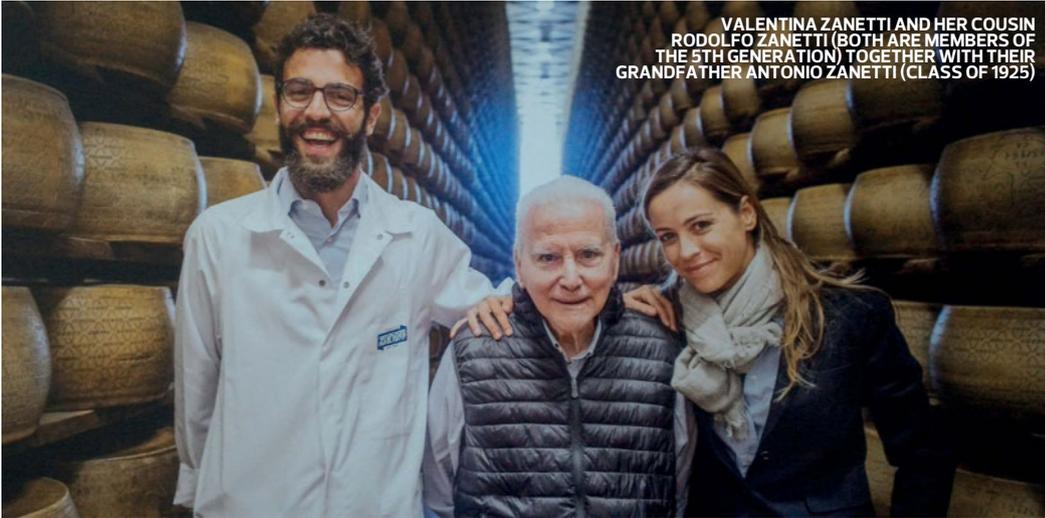
- Partners well with Arbois wine and nuts, Acacia honey, or even fresh vanilla or fig chutney
- It can be enjoyed on a cheeseboard, as a starter or in a fresh summer salad
- Best served with an Alsace wine such as Gewurztraminer or Savagnin

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VALENTINA ZANETTI AND HER COUSIN RODOLFO ZANETTI (BOTH ARE MEMBERS OF THE 5TH GENERATION) TOGETHER WITH THEIR GRANDFATHER ANTONIO ZANETTI (CLASS OF 1925)

FAMILY VALUES

A passion for sustainability and innovation has kept Zanetti a key player in the Italian cheese sector for over 100 years, says Valentina Zanetti

The history of Zanetti dates back to the very beginning of the 20th century – our company was founded in 1900 in the province of Bergamo as a small local speciality cheese trader. This long history, our roots, the connection with our territory and the respect of our tradition gave us the opportunity to grow to become one of the largest dairy companies in Italy, as well as one of the best known Italian cheese brands in the world, now at our fifth generation. We are headquartered in Bergamo,

the town of our family and where our company was founded 119 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.

We specialise in the production, maturation and packing of PDO Grana Padano and Parmigiano Reggiano cheeses. We have operated with these two cheeses since the very beginning, and we started producing Grana Padano in 1946. Grana Padano and Parmigiano Reggiano are the natural complement to our company, our connection with the local territory and the representation of the great excellence of Italian high quality products. Of course, we complete our offering and our range with

several other Italian PDO cheeses and our focus is and remains to promote and export Italian PDO cheeses. 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. We are a very well-known and respected operator in the global dairy industry.

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 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.

In line with our sustainability initiative and our corporate social responsibility, we believe that sustainability should be applied along the entire supply chain. Our production

IN NUMBERS: ZANETTI'S SUSTAINABILITY CREDENTIALS

100%
renewable energy certified

32%
water consumption reduction
over the past 10 years

100%
re-use of production by-products

approach takes into careful consideration every step of the production chain, from animal welfare to equal distribution of value along the production chain and granting the highest quality and food safety standards of the finished product to consumers. We have also added the organic range to our offering, a choice that benefits the entire supply chain at all levels from the environment to the final consumer. With our organic Grana Padano and Parmigiano Reggiano PDO cheeses, that are naturally lactose-free, and boasting over 1,000 years of history, we hope to be able to communicate the human as well as environmental legacy they carry. It is a holistic approach that our company adopts in harmony with the territory we operate in as we hope our organic products can translate our message to the final consumer.

Our hope remains unchanged: keeping an eye to the future embracing innovation and sustainability whilst keeping the heart closely connected to our family, our tradition, our values and our territory will hopefully help us to continue to grow and to keep delivering the best quality Italian cheeses all over the world,

for many more generations to come.



“ 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 ”



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Zanetti is a family history stretching back five generations and is today the no.1 Italian exporter of Grana Padano cheese all over the world.



PAIRING UP

Want to enhance your customers' experience? Make cheese pairing an event, say these experts



RUNNING EVENTS

Organising cheese pairing events is a great way to get your customers involved and excited about the produce you sell. Neal's Yard Dairy has been running cheese tasting classes for over 10 years above its Borough Market shop; Ellen Hunter, events and tastings manager, explains the benefits of hosting events like these: "Many people are introduced to Neal's Yard Dairy when they first attend a tasting, often bought as a gift – once they have walked through the doors, seen the shelves full of cheese and had a 'behind-the-scenes' glimpse into a cheesemonger's world, they become loyal and regular shop customers. Equally, the shop and its magical combination of sights, smells and sounds is the perfect environment for a tasting, helping to maintain the close relationship between the cheese, the monger and the customer

“ Cheese is something we feel strongly should be a feature, not an afterthought – the more confidence people have in their choices, the more fun they will have with their selection ”

that Neal's Yard treasures.”

The key to creating a successful event, according to Ellen, is passing knowledge and confidence onto customers. "Providing guests with the confidence to go home and select their own cheeses and paired beverages is a key element of success. As is apparent when spending the day at Neal's Yard Dairy, cheese is something we feel strongly should be a feature, not an afterthought – the more confidence people have in their choices, the more fun they

will have with their selection.

A tasting should be enjoyable, informative and social. Only our own staff and cheesemongers lead our tastings, which we feel contributes hugely to the success of the events as the speaker knows the business like the back of their hand, tastes and discusses cheese every day and, more often than not, has met the cheesemakers they are highlighting.”

Using locally-produced cheese and accompaniments is also part of what makes running these events a worthy enterprise, as

it can be a good opportunity to champion products and suppliers in your area. "We use a variety of locally produced accompaniments, from Little Bread Pedlar and Brickhouse bread, to England Preserves Quince Paste, to Crown and Queue cured meats," says Ellen. "We are very fortunate to be part of an incredible food community in South East London, and the producers located in our own area around Spa Terminus hold the same passion and integrity as us for honest, ethical and delicious food. There are some combinations that do tend to work well regardless of batch variation. This seems to be particularly relevant to cheese and alcohol produced in the same region – for example, a West Country Cheddar paired with a nice West Country cider will often be a winner! We also love to try new combinations, pairing cheese with beverages such as kombucha, tea and whisky," she continues.



CREDIT: KATIE QUINN

“ The best, and most fun, way to pair cheeses is to experiment and try all sorts as you may find a winning combination ”



CREDIT: JAMIE ORLANDO SMITH

THE ART OF CHEESE PAIRING

Providing customers with a good quality cheese offering is important, but having staff that can advise with authority how to best enjoy those products is key. So what are the essentials when it comes to pairing different cheeses with food and wines? Morgan McGlynn, cheesemonger and owner of Cheeses of Muswell Hill, shares her advice:

● **FRESH CHEESE**

This type is so wonderful because you can taste those milky, fresh flavours, so when pairing them I look for food and drink that will not overpower the taste of the cheese.

Food accompaniment:

My favourite pairing at this time of year is a beautiful rich and creamy Brie de Meaux with fresh British strawberries.

Wine pairing: I love crisp, dry, young bottling with soft cheese like Pinot Blanc, Sauvignon Blanc or a young Chardonnay.

● **SOFT CHEESE**

Food accompaniment: Is there any thing better than a flavoursome Camembert with fresh figs, basil and honey? That on a sunny day is just heaven.

Wine pairing: For soft and bloomy cheeses I would go for dry, traditional-method sparkling wines such as a Brut Champagne. Also a light-bodied Chardonnay, Sancerre and a young dry Riesling.

● **HARD CHEESE**

Food accompaniment: Hard cheeses have got to be my favourite, whether it is a mature Cheddar, aged Comté or a nutty Gouda, they are a real treat. I like to have mine with a good preserve such as homemade chilli jam and quince.

Wine pairing: A dry white wine with a touch of oak like Pinot Gris or Rioja or, for a red option, a good Côtes du Rhône or Chianti.

● **BLUE CHEESE**

Food accompaniment: A great way to eat blue cheese is with gorgeous ripe gritty pears, truffle honey or with strong dark chocolate.

Wine pairing: For milder, creamy blues I would say Sauternes or Riesling Beerenauslese, for a strong blue Vin Santo.

My favourite pairing at the moment is the Choco 21 cheese, which is a blue cheese covered in chocolate, with rich ripe cherries. This one is an upgrade on any cheeseboard, it's like a dessert and so delicious. The best, and most fun, way to pair cheeses is to experiment and try all sorts as you may find a winning combination.

Morgan's new book The Modern Cheesemaker is out now.

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.

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0041 269 218 410 interprofession@gruyere.com gruyere.com

OXFORD BLUE



First produced by the owner of the Oxford Cheese Company in 1994, the Oxford Blue cheese is a full fat semi-hard blue cheese which is matured for eight to 16 weeks at the company's premises just outside Oxford. Made from Ebleish cow's milk it has a creamy consistency and a sharp, clean flavour and has been awarded British Cheese Awards Gold medals twice – in 2001 and 2003.

01865 721420 oxfordcheese.co.uk

PERFECT PAIRINGS

From traditional biscuits to tangy toppers, here's our pick of the best accompaniments worth stocking

You've mastered the art of cutting, caring for and selling the cheeses you stock – now it's time to make them sing with a range of delicious partners for cheese. The cornerstones to any well-rounded selection are cheese biscuits and expertly balanced accompaniments to sell alongside them, and there's a whole host of tasty options on the market. From traditional Spanish membrillo and English fruit cheeses to tangy pickles, and from crumbly, flavour-packed biscuits to perfectly simple crispbreads, the world is your oyster. Here's a few of our favourites.

HAWKSHEAD RELISH



Fresh figs, juicy cranberries and English apples are combined with Pinot Noir red wine for a deep flavour that is perfect with charcuterie and of course cheese! Free from gluten, nuts, additives, preservatives and suitable for vegetarians and vegans.

01539 436 614 info@hawksheadrelish.com hawksheadrelish.com

STOCKAN'S



Great tasting, high fibre wholegrain oatcakes that are baked in the harbour town of Stromness in the Orkney Islands. These traditional triangular-shaped savoury biscuits contain no artificial preservatives or flavourings and are suitable for vegetarians. Stockan's are a fourth generation, family-run business and their oatcakes are a welcome addition to any cheese or charcuterie board.

01856 850 873 info@stockans.com stockans.com

DRIVER'S PICKLES



The Driver family have been producing pickles in their home town of Leicester since 1906. More than 110 years later the company is now led by the fourth generation, and in 2017 they launched their Deli range consisting of premium quality pickles, relishes and chutneys. This range combines the finest ingredients with vinegars from around the world, offering a traditional family product with a modern twist. Most products have been accredited as vegetarian or vegan, and new for 2019 is a range of large sharing jars and beautifully designed gift boxes to suit all seasons.

01162 338 833 sarah@driverspickles.co.uk driverspickles.co.uk

PETER'S YARD



Peter's Yard's sourdough crispbreads are hand baked in small batches following a traditional Swedish recipe. They are made with simple, natural ingredients including organic flour, organic fresh milk and their own sourdough, which ferments for 16 hours before each batch. With six recipes that are all Great Taste-awarded, they're the natural choice to complement even the most varied of cheeseboards.

07732 600 292 naomi@petersyard.com petersyard.com

BILLINGTON'S GINGERBREAD



If you're looking to add an extra 'foodie flourish' to your thoughtfully choreographed cheeseboard, look no further than Billington's Gingerbread. Handmade to a 200 year-old recipe, Billington's Gingerbread is crafted into exotic gingerbread fingers that make a perfect pairing with a soft and creamy blue cheese or a smooth and velvety Brie. With a secret blend of spices and a dash of rum, Billington's Gingerbread has an array of positive acclaim from celebrity chefs and is an award-winning gingerbread, with judges describing it as "a classic, executed with skill and craftsmanship". The perfect accompaniment to your cheeseboard.

01630 650 780 info@billingtonsgingerbread.co.uk
billingtonsgingerbread.co.uk

TRACKLEMENTS



Gorgeously jammy and rich with a sharp tang, award-winning Tracklements Quince Fruit Cheese is the business with hard cheese, particularly sheep or goat cheese. All Tracklements cheese accompaniments, and there are over 50 products in the range, are handmade using only the best quality ingredients. The best cheeseboards deserve the best condiments.

01666 827 044 info@tracklements.co.uk tracklements.co.uk/trade

STAG BAKERIES



Based in the Scottish Outer Hebrides, Stag Bakeries is a family-run bakery with savoury biscuits at its heart. The bakery has a heritage dating back to 1885, and their speciality for many years has been their Stornoway Water Biscuit. Stag produces the Water Biscuit in two sizes and several flavours, including the award-winning Seaweed variety, providing maximum versatility for the cheeseboard. As well as Water Biscuits, Stag makes traditional Oatcakes that are the perfect carrier for any kind of cheese.

01851 702 733 sales@stagbakeries.co.uk stagbakeries.co.uk



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GO FOR GOAT'S CHEESE WITH DELAMERE DAIRY

The dairy produces a range of award-winning cheeses to suit every palate

Delamere Dairy started life 34 years ago in Delamere Forest, when Liz and Roger Sutton bought their first three goats. Today, Delamere Dairy is an internationally recognised brand, supplying an extensive range of speciality goats, cows and sheep milk products to retail, wholesale and independent customers across the UK and around the world.

As well as being a good source of calcium, goat and sheep milk products come with a host of health benefits. Over 80% of Delamere customers buy them for health reasons and report them being easier to digest than traditional dairy, easing symptoms relating to skin and respiratory conditions (such as eczema, psoriasis and asthma) and relieving congestion and mucus. Other consumers

simply prefer the taste.

As well as its goat's milk, butter and yogurts, the brand has a wide offering of award-winning goat's cheeses, with one to suit every palate in the range. Goat's cheese consumption continues to grow in popularity and is more mainstream than it once was, potentially due to its popular use on restaurant menus and the plethora of TV cookery programmes encouraging consumers to try different recipes at home. Goat's cheeses are incredibly versatile and can be used to add flavour in cooking, as well as tasting great in sandwiches and on a cheeseboard. So what once may have been more of a premium product is now considered more mainstream by many consumers.

The introduction of Cheddar-style goat's cheeses (in addition to the French-style logs) has aided its

acceptance as Brits can relate more to this style of cheese. Delamere offers mild and medium Cheddar-style goat's cheeses which can be used in the same way as ordinary Cheddar, while adding real depth of flavour to recipes and sauces.

The mild spreadable goat's cheese or natural goat's cheese log are great for newcomers to goats' cheese as they have a clean, mild taste. The goat's cheese log infused with honey will satisfy sweeter taste buds, while the Greek goats cheese is very similar to Feta in style but made with 100% goat's milk rather than the traditional Feta goat/sheep milk combination.



WHAT'S NEW

The latest additions to Delamere Dairy's cheese range are its goats' cheese pearls, deliciously mild and creamy pearls of goats' cheese, available plain or delicately infused with honey. They can be eaten straight from the pot if so desired, or sprinkled in summer salads, on pizza, on canapés or in jacket potatoes; the options are quick, easy and endless.



“ As well as its goat's milk, butter and yogurts, Delamere Dairy has a wide offering of award-winning goat's cheeses, with a cheese to suit every palate in the range ”



Complete your cheese offering with Delamere Dairy goats' cheese

There's a goats' cheese to suit everyone in our award winning range - from our mild and creamy spreadable goats' cheese, to our delicately sweet honey log, to our 'cheddar style' medium goats cheese.

All of our cheeses are very versatile and taste great in sandwiches and sauces, as well as served straight from the cheeseboard.



For more information please visit...
www.delameredaairy.co.uk



HOW TO TASTE

Identifying the flavour profile of cheese – and knowing how to do so – is one of the pillars of life as a cheesemonger. Here, we share need-to-know tips and experience from the top



Cheese is something we can all enjoy, yet it takes skills and knowledge to really understand it – and be able to communicate its nuances with your customers. Whether your interaction with cheese is daily and requires high levels of know-how or you have more of a passing interest, upping your tasting skills is a satisfying way to enhance your selling game. However, up until recently cheese knowledge was passed on from monger to monger without any official guidelines – making it difficult for those without knowledgeable contacts in the cheese world to become experts themselves.

The Academy of Cheese has filled this gap with a new, structured course. “At the Academy of Cheese we use our Structured Approach to Tasting Cheese (SATC) model,” says Tracey Colley, director. “The Level One course takes you through using the model step



by step and explores the simple flavours; Sweet, Salty, Savoury, Acid and Bitter. The model includes a Simple Flavours Tree and a Complex Flavours Tree, they are an aid to identify flavours in these categories and expand vocabulary.”

In fact, says Tracey, “The purpose of using this structure is to enable the cheese buyer, cheesemonger or deli counter team to make conclusions about their observations on the quality of the cheese, its complexity, length of flavour and ripeness. “This structure is a great tool for cheese buyers to benchmark cheeses when selecting a range and to keep a record of what and how it tasted on that day,” she continues.

“The tasting sheets are used on a regular basis by our delegates and help to build a common language. They can then use the vocabulary to wax lyrical about their cheeses and enthuse customers into purchasing.”

HOW TO...

TASTE CHEESE

The temptation to snaffle a delicious piece of cheese as soon as it's cut is hard to resist. But these simple steps will help you identify and appreciate cheese better, while also building a common language of tasting:

Before you start

- Bring the cheese to room temperature. Cold suppresses flavour
- Have a clean palate, so avoid strongly flavoured food and drink beforehand
- Be prepared with a tasting sheet and pen, clean knives and neutral biscuits, apples or water to cleanse the palate between cheeses

Pre-taste assessment

- Inspect the rind. Your observations at this level should be factual rather than qualitative. For example, ‘inorganic outer’ would apply to a rind covered in wax, plastic coat or cloth. ‘Organic outer’ could be ash, leaves or grape must



- Inspect the interior. Use your eyes, but also your sense of touch (if possible). The texture of the interior (paste) could be soft like Brie de Meaux or very hard like Aged Gouda
- Smell the cheese. Record the levels of intensity and ammonia. You might also pick up some specific aromas

Taste assessment

Chew the cheese slowly and breathe through your nose. There are two main stages to tasting, which you should try to record. Initially we pick up simple flavours on the tongue – bitter, sweet, acid, salty and savoury. These give way to more complex flavours, which are registered through the nose and tongue.

SOURCE: ACADEMY OF CHEESE

JUSTIN TUNSTALL

All in the best possible taste

I liked psychedelic West Coast rock; I couldn't 'get' heavy metal. As a record retailer, which do you think I sold more of? Yep, the one I didn't like. It's an important question when choosing what to stock in a shop: "Will it sell?" or perhaps more importantly "Can we sell it to our customers?"



All too often, as I visit delis, I see missed opportunities to take customers down this path to a sale, or a bigger one.

To give an effective tasting experience, it's essential to be ready for the opportunity. Do

you have tools to get a small sample from a larger piece, a way of serving it to a customer (I use 10cm squares of waxed paper) – and a bin in which they can dispose of rubbish? Cheese straight from a chiller will not be releasing the aroma and oils that convey maximum flavour, so thin pieces are generally the order of the day, as they'll warm more swiftly. Perhaps suggest to the customer that they join you in manipulating their sample to add some heat.

What suits my supposedly 'refined' taste may not put money in the till. Packaged goods will largely sell on the back of the visual proposition, with an additional push from a recommendation from our staff. Cut cheeses, sold in a deli environment, offer an expectation of trial before purchase. Customers want it (for the most part) and we retailers know that we can sell more if we offer samples in the right way.

Tasting a sample at the same time as the shopper enables you to lead them into a positive experience without lecturing. Conveying your impressions as "I'm getting lemon, mushroom and grass – what about you?" pulls the customer into the experience. Consider dry runs with friends and staff to hone your language – in my first week of cheese trading I found myself telling a punter that a ewe's cheese conveyed the very best of a new, wet jumper. I don't think it worked. If you've not done it already, perhaps some external training can help. The Guild of Cheese Graders enables you to check your ability to taste and to convey

your findings. The Academy of Cheese offers a widely recognised tasting system and language that is simple and clear. The Guild of Fine Food does excellent retail cheese training that helps staff speak knowledgeably about the cheeses and their tastes.

Sometimes, a customer won't like the cheese they've chosen to taste. This is a great chance to discover a variety that they will enjoy – use the feedback on their experience to identify a suitable replacement. And don't miss the opportunity to sell accompaniments – just the very pickle and biscuit to bring the most out of their carefully considered purchases.

“ Tasting a sample at the same time as the shopper enables you to lead them into a positive experience without lecturing. Conveying your impressions as 'I'm getting lemon, mushroom and grass – what about you?' pulls the customer into the experience ”

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“A FINE CHOICE FOR DISCERNING SHOPPERS”

Mike Pullin, a director at Barber's and the brains behind the business's cave-aged range tells Cheese Buyer what makes their Cave Aged Goats Cheese unique

“Our semi hard cave-aged goats cheese made with pasteurised milk is a unique offering from this sector of English goat milk cheeses”, says Mike Pullin, a director at Barber's and the man behind the business's renowned cave-aged range of cheeses. The first ever goat cheese that has been matured in caves in the Mendip Hills in Somerset, according to the team, it's the time taken to make the cheese and the careful maturing process it goes through that makes it stand out from the rest.

“This goats cheese is made using British goats milk using the same artisanal techniques as the farm's

multi award-winning Cave Aged Cow's Milk Cheddar,” explains Mike. By utilising the business's time-honoured traditional recipes and methods and wrapping the cheese in cloth, the Barber's team makes this traditional truckle both visually appealing to the cheesemonger and the artisan cheese buyer – and the unique ageing environment used to bring the very best out of the cheese makes it a fine choice for discerning shoppers.

Speaking of the business's decision to age its goats cheese in caves located in Somerset's Mendip Hills, Mike explains: “We have found that ageing traditional goat cheese

in the cave helps with its unique flavour. Like all traditional cheese it draws in the armours of the maturing area that it is placed, in this case the rocks and earthy nature of the cave.” The caves Barber's use have been carefully chosen for their consistency. “The humidity and temperature

are constant throughout the year at 12°C and 100% humidity,” says Mike, “and this environment differs dramatically from many maturing stores as they seldom maintain humidity at 100%.” This consistency in the humidity plays an important role in the maturing of the goats cheese: “The humidity keeps the rind of the cheese damp and less likely to crack,” he continues. “Once the rind cracks it will let air in which causes blueing and a change in the flavour of the cheese.”

What can cheese lovers expect from this carefully produced cheese? “The ageing process softens the piquant notes and the sometimes farmy goat flavours often found in other goats cheeses,” Mike offers. “The caves add a unique sweet, nutty and earthy flavour to the profile of our Cave Aged Goats Cheese, offering a truly unique cheese to the market.”



HOW TO SERVE

Mike Pullin on how those in the know enjoy the brand's Cave Aged Goats Cheese

- At Ford Farm our preference is to serve the cheese at around 15–17°C as a table cheese.
- **PAIRINGS:** The cheese pairs exceptionally well with young, fresh white wines with good acidity. Perhaps a Sauvignon Blanc from the Loire in France like Vigneron de Valencay or maybe a Gruner Veltliner from Austria such as Lois GV, Weingut Fred Loimer.
- **OTHER USES:** Cave Aged Goats Cheese can be a great ingredient. With its firm texture it allows for grating and incorporating into many dishes as you would with other semi hard cheeses. One of our favourite recipes is for Cave Aged Goats Cheese scones; we love this classic recipe with a twist thanks to the addition of the goats cheese

“ The caves add a unique sweet, nutty and earthy flavour to the profile of our Cave Aged Goats Cheese, offering a truly unique cheese to the market ”

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