

Case & Counter

ocket or purse for excursions out in the marketplace) to the concise format in which the information is imparted. The Q & A section in the front deftly handles the whys and hows of cheesemaking, as well as the buying and storing of cheese. Each of the 300 cheese entries provides all the necessary information including origin, flavor profile, and a bit of history — often humorously so — that one would need in order to understand that particular example. The beverage pairing suggestions are very insightful as well. This would be a marvelous book to take along when visiting cheese shops or attending trade shows.

INDUSTRY NEWS

Farmhouse Cheddar on the Telly

If your idea of a good time is to watch cheese age, then you're in luck. Simply go to www.cheddarvision.tv and you can view — in real time — a wheel of bandage-wrapped Westcombe Dairy cheddar slowly aging away in their maturing room. The Web site is a marketing tool of the West Country Farmhouse Cheesemakers association that is trying to help their members by bringing attention to their products. There are links to connect to the association's site, which in turn can link you to individual cheesemaker sites. A running timer next to the television on the site lets you know exactly how long the cheese has been aging, and apparently, if you log on at the right time, you can see someone turning the cheese. This is an interesting glimpse into an English dairy maturing room, and is infinitely more exciting than watching paint dry.

New Guide to Wisconsin's Artisan Cheeses

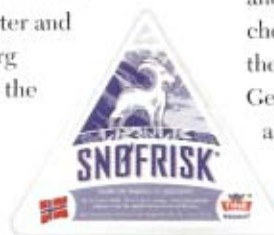
"There's a revolution going on in America's Dairyland." So begins a wonderful new booklet and guide to the artisan and farmstead dairies of Wisconsin, published by the Wisconsin Milk Marketing Board (WMMB) in conjunction with the Dairy Business Innovation Center at the University of Wisconsin and the Wisconsin Department of Agriculture. The guide includes cheesemakers using milk from goats and sheep as well as the cow's

milk for which the state is best known. They offer the following definitions of the two classifications: (artisan) "Artisans' dairy products are often handmade, or made using relatively small scale specialty techniques in small batches. Artisan captures the uniqueness and special identity of each product, as well as the artisan who makes it." (farmstead dairy) "Dairy products made on the farm from the milk produced on that farm." The guide includes 61 different dairies across the state, as well as individual essays on artisan cheddars and pasture-grazed cheeses. For more information, go to www.wisdairy.com.

DAIRY

Norseland Revamps Snofrisk Brand

Norseland, Inc., best known as the exclusive importer and distributor for Jarlsberg cheese, has revamped the packaging and placed renewed emphasis on their Norwegian Snofrisk brand.



Snofrisk (Norwegian for "snow fresh") is a soft, mild, spreadable cheese, made from a unique blend of goat's milk and cow's cream. The fresh, delicate flavor with a touch of tanginess makes it ideal as a breakfast cheese with fresh fruit, or as a snacking cheese combined with whole grain breads or crackers. Norseland has redesigned the label, imbuing it with colorful new graphics with plenty of eye appeal. For more information, call 800-326-5620, or visit www.norseland.com.

CLICK READER SERVICE NO. 405

New Variations for Montforte Blues

Winona Foods' award-winning line of Montforte Blue and Montforte Gorgonzola cheeses is now available in a 4-ounce wedge and a 4-ounce deli cup. Montforte Blue has classic blue-veining that enhances its



peppery piquant flavor, while Montforte Gorgonzola is an Italian-styled veined cheese with soft green marbling and a mellow, tangy flavor. Both Montforte brands are manufactured by the Wisconsin Farmers Union and recently won awards at the 2006 American Cheese Society competition. Montforte Gorgonzola also took Best of Class at the 2006 World Championship Cheese contest. For more information, call 800-313-9974, or visit www.winonafoods.com.

CLICK READER SERVICE NO. 402

New Bavarian Soft-Ripened Cheeses From Fond O'Foods

Fond O'Foods has sought out another line of cheeses to add to their growing selection of German artisanal cheeses from Bergader, a dairy that began in Bavaria in 1902.

The new cheeses include the Bonifaz line of soft-ripened, triple-cream cheeses (available in Plain, Porcini & Chanterelle Mushrooms, Garlic & Fine Herbs, and Green Peppercorn) and Bonifaz soft-ripened, single cream Yoghurt cheese. The individual flavorings come through without ever overwhelming the fresh, clean taste of the cheeses. The new lines also include Bavaria Blu, an absolutely delicious soft-ripened, triple-cream blue cheese. The blue is mild and the cheese is wonderfully creamy with the rich texture of the triple cream. The cheeses are available in 2.7-pound wheels with very attractive labeling that features a picture of the nearby Watzmann Mountain. For more information, call 201-868-0564, or visit www.fondofoods.com.

CLICK READER SERVICE NO. 408

New Compound Butters From Epicurean Butter

At the recent Winter Fancy Food Show in San Francisco, we found a marvelous, time-saving new product from a company called Epicurean Butter. Like infused oils, these compound butters are infused

