
FRENCH CHEESE CLUB

TERROIRS & TRADITIONS



NEWSRELEASE – FOR IMMEDIATE RELEASE

THE FRENCH CHEESE CLUB A NEW COMER TO THE FANCY FOOD SHOW Jacob Javits Center - New York City June 29 to July 1st

Washington, June 9, 2008 – The French Cheese Club, a concern representing **five of the most renowned French cheese makers** in the US will be present for the first time at the upcoming New York Fancy Food Show.

This is likely to attract the full attention of the press and the trade: It is indeed **the only initiative of this type in the French cheese industry**. The French Cheese Club Ambassadrice **Cécile Delannes'** mission is to assist every actor of the distribution chain from the importers to the cheese mongers in their stores with their logistical, promotional and staff training needs. She is in the process of establishing a partnership with chefs and cooking schools around the nation. She also is an excellent go-to person when one needs information on the French cheese tradition at large. **"The French Terroir and its treasures are a true passion for me"** says Cécile, **"sharing my enthusiasm and knowledge with the American professionals and general public is truly an honor"**.

She is located in the Washington DC area and only a phone call away.

Visit the French Cheese Club web site to follow her promotion tours and tastings schedules, to discover recipes or to order a CD compiling pictures and information about cheeses.

Here-after is what you can expect to discover at the French cheese Club booth#2208.

**Monsieur Didier LINCET will be present in New York for the Fancy Food Show
and will tour Seattle July 3, 4 and 5
Please call for appointments Cécile Delannes 646 216 9472**

NEW CHEESES



Producer of Chaource, Brillat-Savarin, Délice de Bourgogne and



CREME DE CHAOURCE (KREHM-UH DEUH SHAH-OORS)

Chaource is traditionally used by French Chefs for culinary creations. This crème can be spread on a toast or used as an ingredient in a lot of delicious dishes.

FDM: 50%

Weight: 5.3 oz. or 1.1 lb.

Pack: Small 12 per case or large 6 per case

Wine Pairing: Crémant de Bourgogne



SAINT FLORENTIN (SAN FLO-RANH-TAIN)

This fresh, soft cheese has a characteristically mild and salty taste. It is ladle molded according to an old tradition from the town of Saint Florentin 23 miles away from Lincet dairy. This cheese is delicious with fresh herbs and can be tossed on salads. It is also used in recipes for creamy preparation.

FDM: 14%

Weight: 7 oz.

Pack: 6 per case

Wine Pairing: Chablis



Producer of Pont l'Évêque, Livarot, Grain d'Orge, Cœur de Bray,...



CAMEMBERT AU CALVADOS (KAM-UM-BARE O KAL-VAH-DOHS)

The most famous French Cheese infused with Normandy's famous dry apple brandy, Calvados, for a clean and crisp apple taste: a delight!

FDM: 50%

Weight: 8.8 oz.

Pack: 6 per case

Wine Pairing: Beaujolais

NOW AVAILABLE IN THE US



COMTÉ RIVOIRE JACQUEMIN

Depuis 1860

MORBIER (MOHR-BEE-AY)

Morbier is an aromatic and mild cow's milk cheese defined by the dark vein of vegetable ash streaking through it middle. Traditionally, the evening's fresh curds were sprinkled with ash and the next morning new curd was laid upon the thin layer of ash to finish off the wheel. With a rich, creamy interior Morbier has a lightly piquant flavor with nutty, yeasty, fruity, and fresh grass traits.

FDM: 45%

Wheel: 14 lbs



l'étoile du SUD



GOAT CHEESES



LES BOUCANTRINS (LAY BOO-CANH-TRAHN)

This genuine little cheese is made in the beautiful village of Loubressac overlooking the entire Dordogne valley. Boucantrin is the brother of the PDO Rocamadour - *which cannot be imported* - and the cousin of the illustrious Cabécou. Produced in little disks, its delicate velvety rind becomes Ivory with maturity. The aroma is milky and moldy. Fresh, the paste is very white and firm and the taste is gently acidic. After three weeks it becomes stronger, rich and nutty.

FDM: 45% - Case: 5 X 2x1.4 oz

Serving suggestions: Warmed up on a toasted piece of bread or baked in bacon strips.

Wine Pairing: Gaillac, light dry fragrant whites like Sauvignon blanc (Sancerre).



LE PROVENÇAL (LEUH PROH-VAHN-SAHL)

A specialty from Provence: two layers of fresh goat cheeses are joined by a thin spreading of olive tapenade. The bottom layer is plain, fresh goat cheese while the top layer is flavored with savory "*Herbes de Provence*". The texture is creamy and melting. The flavor is mild and delicate. Each cheese is presented wrapped in paper and topped with an olive and an olive leaf. A great presentation that stands out in any cheese selection.

FDM: 45% - Case: 5 X 2x2.8 oz or 6 X 2.8 oz

Accompaniment: olives, raisins, sun dried tomatoes and black pepper.

Wine Pairing: Rosé de Provence, Sauvignons Blanc, Chenin Blanc (Vouvray)



ROVE DES GARRIGUES (RAWVH-DAY-GAR-EEGH)

A very fresh goat cheese taking its name after the Rove breed of goats with ram like horns. They graze in the "Garrigues" and the milk picks-up all the aromas of the land with distinctive and very pleasant flavors of thyme and lemon. The texture is incredibly creamy. Each cheese is presented in a little green paper cup.

FDM: 45% - **Case:** 5 X 2x2.5 oz or 6 X 2.5 oz

Accompaniment: Apricot, pears, dried fruits, fresh herbs and lavender honey.

Wine Pairing: Rosé, dry crisp white wines (Chassagne Montrachet, Rully, Pouilly Fuissé)



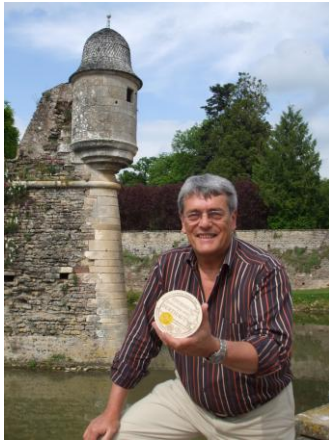
NEW SAINT MARCELLIN & SAINT FELICIEN: 60% FAT



NEW PACKAGING: LIGHT WEIGHT AFFINAGE CHEESE CAVE



AND THE WINNER IS



Jean Berthaut maker of the famous "*Epoisses Berthaut*" for two generations received recently First Prize in the Open Class Soft Cheese category at the World Championship Cheese Contest of the Wisconsin Cheese Makers Association.



AFFIDÉLICE

Similar to Epoisses except that the rind is washed with Chablis wine to impart the delicious flavors of Burgundy's Terroir.

FDM: 50%
WEIGHT: 7 oz



PERRIÈRE

A large Epoisses that comes in a cheese cave packaging for an optimum ripening. Great for cheese counter and cheese large parties.

FDM: 50%
WEIGHT: 2 LBS.



TROU DU CRU

A tiny Epoisses-like cheese. Perfect for cheese plates and a delicious salad topping.

FDM: 50%
WEIGHT: 2 oz



SOUMAINTRAIN

Washed rind soft cheese that associates sweetness, personality and matures with great delicacy.

FDM: 50%
WEIGHT: 14 oz

NEW PACKAGING FROM DIDIER LINCET



CD ROM AVAILABLE

