



Customers' Favorites: 2011 Top Ten List ...and what you want more of from us in 2012!

As we recap 2011 and forge ahead into 2012, Top Ten Lists abound. While some may find them too pervasive, I'll be honest - I can't get enough of them (and I'm sure they're a guilty pleasure of at least some of you as well!). In any case, we were delighted and honored to find out that Kate Thornberry named us as one of Austin's Top Ten Success Stories of 2011 in this week's Austin Chronicle (<http://www.austinchronicle.com/food/2012-01-06/kate-thornberrys-top-10-success-stories-of-the-2011-austin-food-scene/>). Not only do we consider ourselves so fortunate to be growing at this rate (both in terms of my belly and our expansion to the Cheese House!), but we are also incredibly humbled to be listed among such an amazing list of food establishments and personalities in Austin. Thank you Kate for finding us worthy, and most importantly, thank you to you guys who keep buying good cheese and allowing us to grow!

In the spirit of Top Ten lists (and to find out what you want more of from us in 2012!), we polled you folks via Facebook and Twitter and asked you what your favorite things about Antonelli's Cheese Shop were for 2011. Here's what you said:

1. Customer Service and Unlimited Free Tastings
2. Cheese Selection (including customer favorites Cabot Clothbound Cheddar, Goat Gouda, Pleasant Ridge Reserve, Ossau, Iraty, Tomme Crayeuse, Hopelessly Blue, and Bonne Bouche, as well as the arrival of specialty goods like Rush Creek, Moses Sleeper, and Gioia Burrata)
3. Knowledgeable Cheesemongers
4. Teaming Up with Local Restaurants to provide awesome cheese plates in Austin
5. Cheese & Beer Pairings (including collaborations with The Draught House, (512) Brewery, Jester King, and Thirsty Planet, among others)
6. Free Cheese Plates around town for our One-Year Anniversary Celebration (okay, okay - we'll do it again!)
7. Shop Manager Kelly Sheehan being named "Official Cheesemonger" of the American Cheese Society annual conference and competition
8. Other Shop Treats (like Argus Cider, Lomo Iberico, Ciabatta...)
9. Special Events (including the "Everything Parmigiano-Reggiano" dinner at ASTI, Sommelier Cinema at the Alamo Drafthouse, and Slow Food Austin Farm Tours)
10. Being picked for the Cooking Channel promo shoot (This was definitely John's addition; while we were certainly honored, now folks nationally can see how obsessed John is with cheese, and how obsessed I am with him! - at least, that's how it comes off to me. Oh well! It was a fun shoot!)

Again, thanks guys for an amazing 2011 and we promise to stay just as cheese-y and passionate in 2012!

New Case Treats

Made by West River Creamery on Middletown Farm in Londonderry, Vermont, Equinox is a beautiful firm cow's milk cheese that weighs in at just over two pounds. It is rubbed in oil as it ages and the flavor is savory with herbal undertones. This is our first cheese to carry from West River Creamery, which uses milk from their herd of 40 Jersey and Holstein cows that are pastured from May through November on a 200-acre farm.

Gamonedo is a named-controlled cheese made in the Asturias region of Spain that must contain at

least 10% of cow's, goat's and sheep's milk to fall within the designation of Gamonedo. Three days after being made, the wheels are lightly smoked over hard wood for between 15 to 30 days and are cave aged for 2-5 months, resulting in a firm, unique crumbly cheese.

Dunbarton Gold, made by Roelli Cheese Haus in Wisconsin, is unlike any other blue cheese that we have in the case. The texture is more like a cheddar than a blue and the flavor is smoother, with a little bit more salt and acid than mold. This natural-rinded unique treat is a limited batch cheese; only 70 wheels were made using raw milk from pasture-fed cows and the last we knew, we were one of two shops in the United States carrying it.

Cheese-y Events!

For those of you who diligently wait for our end of the month emails announcing the next month's schedule for cheese classes, know that they're temporarily on hold as we work through this transition period of acquiring the Cheese House across the street. As soon as we have details, we'll let you know! And thanks for your dedication!

Cheesily Yours,
Kendall & John
Kelly, Brad, Shawn, Courtney, and Paul

Antonelli's Cheese Shop
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Mon: Closed
Tues - Sat: 11am to 7pm
Sun: 12pm to 5pm

Web: www.antonellischeese.com
Facebook: Antonelli's Cheese Shop
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