



BIG NEWS (Part 2)

Last week we announced that we're expecting the arrival of our first little one in mid-May (although apparently I suggested it would be a girl, when in fact, we won't find out the sex until the end of December - sorry for the confusion!). Well, our big news to share this week is directly related to the business. We had an amazing opportunity present itself and with a lot of tireless work on behalf of John and a few other individuals (you know who you are - thank you!), we were able to acquire a new space beyond our wildest dreams!

We're excited to announce that we now have a Cheese House, located directly across the street from the Cheese Shop. While the current Cheese Shop will remain our dedicated retail destination, the Cheese House will be used to support our current business, as well as expand our wholesale operation. Indeed, we've gained so many amazing restaurant, chef, and catering customers around town, that we can barely fit their cheese in our shop! The new House will be equipped with a refrigerated room, dedicated solely to storing our cheese and charcuterie. Woohoo! The House will also serve as our offices. You may not have seen much of me lately, working through this morning sickness and all. Don't worry. On days we're not cheesemongering, you'll be able to walk across the street and find John and me in the "Milking Parlour" (aka our office!) diligently plugging away and come May 17, with a baby on board. Since the beginning of launching this dream, we envisioned having a business that could support, and indeed incorporate!, our family needs and now we'll have it! Lastly, we look forward to the events we'll potentially be able to host in the House and have many ideas up our sleeves.

So how does the Cheese House directly affect you now? Well, as soon as we're permitted to give you the go-ahead, it immediately means seven additional parking spaces for your use, located directly across the street from the Shop. (Be careful crossing the road!) It also means we'll be able to keep our case even more beautifully stocked at all times with a wider variety of cheeses, since we'll have more on hand. Stay tuned! We're still finalizing some re-model details, but we hope the Cheese House will be operational by January 2012 and look forward to telling you so!

New Case Treats

Ocooch Mountain hails to us from Hidden Springs Creamery in Wisconsin. This mountain-style, raw milk cheese is aged three to four months and has a dense, nutty, slightly grainy paste with a natural rind that is rubbed with brine as it ages. This rich sheep's milk cheese has won numerous awards at the American Cheese Society annual conference.

For all the buffalo milk cheese lovers out there, we now have Montbru de Bufala. This natural-rinded semi-soft cheese from Spain is made with the thick, rich milk of the Asian water buffalo and resembles Garrotxa in texture and appearance. The main differences are the intense flavors of wet hay along with a spiciness that lingers on the back of the palate. This cheese pairs well with Rioja wines.

Made similarly to Taleggio but in a smaller format, Robiolo di Bosco has the same traditional flavor profiles of butter and yeast. The orange rind is characteristic of the washed rind category. The cheese is creamy and smooth with a fruity finish and touch of salt. It is perfect with pears, grapes or a crisp white wine.

Lomo Iberico is here! Made with the prized meat of the Bellota Pig ("Black Hoof"), lomo refers directly to the loin which is cured 90 days and produced with paprika, as is customary in Spain. It is

pink with some marbling of fat and a layer of fat around the edges. This pig is acorn finished and the meat is often considered the finest of all.

Order your Holiday Platters, Bread, and Gifts!

We think our shop is the perfect one-stop-shop for this holiday season. You can pick up a customized gift basket, grab a quick host or hostess gift, select cheese for your party, buy corporate gifts, and pick up a platter! Simple.... To get inspired about our customized **gift baskets**, use our gift catalogue (www.antonellischeese.com/guide.pdf). We can create something in any price range and to meet any palate! We're also launching our **Cheese of the Month Club** gift in either 3-month (\$150), 6-month (\$285), or 12-month increments (\$550). Call for details! It's also time to **pre-order holiday cheese plates and Barrie's Ciabatta!** A cheesemonger can discuss sizes with you but here's a quick reference:

Basic Platter (\$30): Includes 3 cheeses (4 ounces of each), 2 meats, and nuts

Medium Platter (\$50): Includes 3 cheeses (8 ounces of each), 2 meats, and nuts

Large Platter (\$100): Includes 5 cheeses (8 ounces of each), 4 meats, and nuts

We can also pair a wine or jams to go with it; just let us know! Our **holiday hours** remain the same (and are noted at the bottom of this email), except for the following:

Saturday, 12/24 - Close at 5pm

Sunday, 12/25 - Closed

Saturday, 12/31 - Close at 5pm

Sunday, 1/1/12 - Closed

Cheese-y Events!

Thursday, December 15 (6:30pm): 2nd Annual Slow Food Austin, (512) Brewing Co, and Us! We'll be pairing six cheeses with five beers (that's right- we couldn't make up our minds on one of the pairings at our test run!), and there will also be other light snacks. The event is at (512) Brewing Company. Sold Out.

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

Antonelli's Cheese Shop
4220 Duval Street
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Mon: Closed

Tues - Sat: 11am to 7pm

Sun: 12pm to 5pm

Web: www.antonellischeese.com

Facebook: Antonelli's Cheese Shop

Twitter: @AntonellisChz

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<http://www.antonellischeese.com/guide.pdf>. Choose one of these options, or use them to come up with your own customized gift basket!