



Antonelli's

cheese shop

BIG NEWS (Part 1)

Boy oh boy do we have some news to share! Or should we say girl?! That's right, John and I are expecting our first baby! True, we've called ourselves a "mom and pop shop" and have considered the Cheese Shop our first child in many ways: it requires a lot of attention and did keep us up at night through many of those first months of business. (Well, it still does every time the temp drops below 32 degrees and there's fear of the water pipes freezing!) But now that our team has expanded and systems are in place, the Cheese Shop has matured.

Because of our great team of cheesemongers, we've been given the opportunity to continue the pursuit of our dream - owning our own business and having a family. You might find this an odd topic to announce over our cheese-y emails, but many of you have been with us since day one. (Indeed, we've been sending these weekly emails since December 2009 - two months before we even opened - and haven't missed one!) You've shared our excitement about quitting our jobs, starting a business, seeking out new products, expanding the team, selling to restaurants... In many ways, the Cheese Shop has been our life and you've shared all of that with us; so it seems only natural to share this news with you! Plus, you may have wondered where I've been these past two months... I'm embarrassed to admit that I can barely stand the funky smell of our shop - a smell that we worked so hard to cultivate! We are 17 weeks today and due May 17 (yes, I'll be spared a summer pregnancy in Austin). So, once again, thanks to you all for your support as we move through a new chapter in our lives and to our team for their continued hard work.

Cheese of the Month Club

You've asked for it. Some of you have even demanded it from us. And it's here. We're finally launching the perfect gift - a subscription to our Cheese of the Month Club! Available in various increments (see below), our Cheese of the Month Club is an ideal way to ensure you're getting a monthly bag of goodies. Some months will include just cheese; others will include pairings like wine or preserves. Don't want beer or wine? Just let us know when you order. Cheeses and accompaniments (if applicable) will be based on seasonality, maturation, and special deliveries. That's right; we'll reserve cheeses that we receive a limited amount of, as well as cheeses that are perfectly ripe for our Club Members.

3 Months = \$150
6 Months = \$285
12 Months = \$550

When you purchase the subscription, you will be given a Welcome Card to give to the recipient. Goodie bags will be picked up the first week of each month for the duration of the subscription period. Gift givers or recipients (you'll choose which one) will be called at the end of each month to schedule a pick-up time for the first week of the month. Please note that we do not offer shipping at this time (but it's still on the goal list for the future!).

The Holidays: Gifts, Platters, and Shop Hours

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! It's also time to start pre-ordering holiday **cheese plates**. We've already ordered some new special goodies which have yet to make it into our case to be included on our holiday platters. 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

New Case Goodies

Award-winning Vermont Shepherd is back! Created by the Ielpi Major Family in Westminster West, Vermont, this sheep's milk cheese won Best in Show in 2000 and Best Farmstead Cheese in 2007 at the American Cheese Society Competitions, among a number of other accolades. Aged between four and eight months, the texture and flavor can vary. Our current wheel is a smooth, firm cheese that lends itself to a creamy flavor, accented by a rich, earthy tones. This seasonal cheese (available August through April) pairs well with almost any wine and will be a perfect holiday celebration!

Brought to us from the beautiful fields of Lombardy, Stracco di Capra is a washed rind cheese made in a similar fashion to Taleggio but is made using goat's milk instead of cow's milk. Expect a creamy and smooth mouthfeel and a tangy twist in addition to the salty, yeasty flavor of Taleggio.

Cheese-y Events!

Tuesday, December 13 (7pm): Haven't been able to brave the traffic and head downtown for a Ritz showing? Well, lucky you! Because Sommelier Cinema is now at the Lake Creek Alamo Draffhouse! Starting next week, you'll be able to enjoy a great movie (Midnight in Paris), a tasty selection of wines, and amazing cheeses paired to match! Buy tix online: http://draffhouse.com/series/sommelier_cinema/austin.

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. Tickets are \$35 for SFA members and \$40 for non-members. To purchase tickets and for directions, visit <http://www.eventbee.com/v/slowfoodbeerandcheese>.

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

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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!