



## Free Cheese Week!

Mark your calendars friends! The week you all crave is quickly approaching! That's right: we'll be celebrating our third anniversary on February 11, and as is tradition now, we'll be commemorating the occasion by giving out free cheese. That's right. We said "Free Cheese." Last year we gave away over 200 free cheese plates, so expect even more this year. The best part is that we're coming to you! Although we always recommend coming into the shop for free tastings daily, for our anniversary we will be offering free cheese plates all around town on Monday 2/11 through Friday 2/15, while supplies last. This is our way of thanking you, our amazing customers, as well as our wholesale partner restaurants who appreciate great cheese! Below is a list of confirmed restaurants, and we will be adding more so check back on the [happenings](#) section of our website for updates. Each restaurant will start the free plate give away at 5pm (unless otherwise noted); make your plans to get your booty out of work on time, because the plates go fast!

Mon 2/11:	Easy Tiger and FINO
Tues 2/12:	Hopfields and Swift's Attic
Wed 2/13:	Lenoir Patio and House Pizzeria
Thurs 2/14:	Max's Wine Dive and Seedling Truck (@ The Draught House Pub @ 6pm)
Fri 2/15:	East Side Showroom

In the event that you don't make it in time for a free plate, buy a menu item from our partner restaurants that has Antonelli's Cheese, and then bring the receipt into the Cheese Shop that same week (2/11 through 2/17) for a 5% discount off your purchase. Bring in up to three receipts showing a cheese-y purchase at any of our wholesale partners that week and we'll honor up to a 15% discount.

## New Cheese

Master Cheesemaker Tony Hook of Hook's Cheese in Wisconsin, famous for his aged cheddars, has been cranking out new, inventive cheeses in the last few years, one of which is this incredible sheep's milk gouda, called **Duda Gouda**. This recipe emphasizes the natural richness of sheep's milk, presenting deep flavors of nuts and caramel.

The Applebys' herd of Friesian Holsteins graze in a pasture that sits atop a large salt and mineral deposit in the British Isles. This adds a complexity of flavor to the grass and,

consequently, the cheese! **Appleby's Cheshire** has a pale orange paste that is flaky and crumbly, and the taste is strangely familiar with a savory minerality and slight lactic tang.

For only the second time in 10 years, Uplands Cheese Company has released a new cheese that will surely take its place among the greats. **Rush Creek Reserve** is made in the style of Vacherin Mont d'Or, a washed rind cheese from the Jura Mountains that is wrapped in spruce bark to keep it from melting into a blob of cream. Simply peel back the top layer and spoon out. Wow! (Can't imagine the bliss? Check out the beauty in the photo above!)

### Upcoming Events

Thanks to David Eagle of Eagle Mountain Farmhouse Cheese for jaunting down to Austin to kick off our 2013 "Cheese 201: Meet the Maker" series. Curious to know what happened? Check out this [article](#) from Margaret of the Austin Chronicle (which also includes information on David Eagle's upcoming cheesemaking classes); thanks for the coverage!

Mon 2/11 - Fri 2/15: Antonelli's Free Cheese Week! (see above for details)

### Stay Cheese-y!

John & Kendall

Kelly, Brad, Courtney, Paul, Victoria, Dan, Traci, & Kara



ring us 512 531 9610

visit us Tues-Sat 11-7 | Sun 12-5 | Closed Mon

4220 Duval St, Austin, TX 78751

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