



Big News Part 3: FREE CHEESE PLATES AROUND TOWN! ...because it's our 2nd-Year Anniversary!

In case you're just joining us, our Big News Parts 1 and 2 included news that we're expanding in two ways. We've incorporated our new Cheese House into the business for tasting events, cheese storage, and wholesale growth and my belly continues to grow as we anticipate the May arrival of a new cheese lover in our family. (For a recap, check out the Austin Chronicle Food-o-File this week: <http://www.austinchronicle.com/food/2012-02-03/food-o-file/>.)

We hope you'll be even more thrilled about our big news this week: in honor of our quickly-approaching second-year anniversary on February 11, 2012, we're taking to the streets guerilla-style and giving away free cheese the week leading up to it! Yes, we did this last year and we're doubling our efforts for our Second Anniversary. This is in thanks to you for being our loyal customers and friends, as well as in thanks to our wholesale friends. Free cheese plates will be offered at various restaurants throughout next week on featured days. (Please note the start times in the parenthesis; plates go quickly!) Of course, we appreciate you showing them the love and ordering a drink or two on the side...because what goes better with cheese than a nice cocktail, beer, or wine?!

- + Mon, Feb 6: Snack Bar (5pm), Haddington's (5pm)
- + Tues, Feb 7: 24Diner (5pm), FINO (5pm), Hopfields (5pm)
- + Wed, Feb 8: FION (5pm), House Pizzeria (5pm), Bartletts (5pm)
- + Thurs, Feb 9: Max's Wine Dive (5pm), Chez Zee (5pm), Steeping Room (5pm)
- + Fri, Feb 10: Coal Vines (5pm), The Seedling Truck (6pm East Side Drive In, 1001 E 6th)

If you arrive too late or you show up on the wrong night or if you just happen to find yourself at any of our wholesale clients listed below from 2/6-2/10, order an Antonelli's Cheese item from the menu and save the receipt. Bring your receipt to the Cheese Shop the week of 2/11-2/18 for 5% off your purchase. Or bring in up to three receipts for a max of 15% off. Thanks Austin for two great years! Let's keep it going!

Wholesale clients who currently have our cheese include 24 Diner, Asti, Bartlett's, Bistrot Mirabelle, Chez Zee, Coal Vines, Dolce Vita, Easy Tiger, Fino, Fion Wine Pub, Frank, Haddington's, Hopfields, House Pizzeria, Hotel St.Cecilia, Lenoir, Lick, the Mansion at Judge's Hill, Max's Wine Dive, Salt Lick Cellars, the Seedling Truck, Snack Bar, the Steeping Room, Truluck's Arboretum, Truluck's Downtown, Vince Young Steakhouse, Vino Vino, and Violet Crown.

Additionally, don't forget about the specials offered at Dive Bar, Star Bar, and Gibson on Wednesday nights. Buy a bottle of wine and get a free cheese plate! Lastly, thanks to other restaurants and catering companies who have purchased from us this past year, including Congress, Farmhouse Delivery, Foreign and Domestic, Jeffrey's, Pink Avocado Catering, Royal Fig Catering, Royal Blue Grocery, Trento, and Uchiko,

New Cheese & Chocolates!

Pave Sauvage is a fresh goat's milk cheese from France that is covered with tarragon, black and white peppercorns, Jamaican capsicum, pink berries, and green pepper. The scent is reminiscent of a beautiful vermouth or port wine. The spices lend an aromatic flavor to the interior paste, and when eaten together, the taste is beautiful.

Bellwether Farms' Carmody is making an appearance in our case! This firm, pasteurized cheese is

aged for 6 weeks and is made with cow's milk in the style of a pecorino recipe. Expect tastes of butter and cream, with hints of caramel that become more pronounced as it ages.

Ubriaco del Piave is a "drunk" cheese is produced once a year following the grape harvest by farmers in Veneto who have for centuries bathed their cheese in wine must to preserve it. Made with raw, whole cow's milk, this semi-soft to firm cheese is bathed in Cabernet, Merlot, Raboso, and Clinton grape must.

Give your sweetheart something extra sweet for Valentine's Day. Help make the day of love extraordinary with the Valentine's Day Collection of truffles from local producer Nicole Patel of Delysia Chocolatier. Flavors included are raspberry, chocolate mousse, and champagne. Love in a finely wrapped box.

Cheese-y Events!

Valentine's Day is just around the corner. Let us make a customized gift basket for you of cheese paired with chocolates and wines. Really looking for that "Wow!" factor? Give your love our Cheese of the Month Club membership. Call the shop and speak to a cheesemonger for more ideas and details.

To reward those of you who have gotten this far, make sure to read next week's newsletter in which we'll be announcing our upcoming Cheese Class schedule, as well as new instructions for purchasing tickets online.

Cheesily Yours,
Kendall, John,
Kelly, Brad, Courtney, Paul, and Victoria

Antonelli's Cheese Shop
4220 Duval Street
Austin, TX 78751
(512)531-9610

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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