



## To Our "Cheese Family"

Hi Y'all. Every once in a while, I like to ask Kendall for the opportunity to write our weekly email because 1) I get to share some of my thoughts about life in cheese and 2) it gives Kendall a little break. Amazingly, she is responsible for the nearly 200 emails that we have shared with you since before our shop opened and this week I think she deserves a nice vacation. Plus, it is my birthday week. So I'm a bit more introspective this time of year, especially after the devastation that occurred in Oklahoma and North Texas this week. Our thoughts and prayers are with everyone affected by the severe weather.

For the last five years, I have been fortunate to chase down my dream of living a life full of cheese and family. And through the great times (and sometimes difficult times that come with this entrepreneurial territory), y'all have made this dream a reality. So I guess that makes you my "Cheese Family." That has a nice ring to it. As such, I'd like to say a big Thank You to each and every one of you. I could not be more grateful for the opportunity to share my (our) passion with you on a daily basis. We will constantly strive for the highest level of service and quality because that is what you deserve. Nothing less.

I love what I do. I hope that you can see that. We want you to know it so much that recently, we at the shop started tracking what we call "Happy Dances." Y'all know what I'm talking about. It's that moment that you taste a cheese like Dancing Fern for the first time and for some unknown reason your hips start wiggling and shoulders start swaying. It is a common occurrence in the cheese shop, not just for our team, but for many of the guests that come through our door as well. We encourage it and hope that by telling you about them, you feel a little more comfortable and less inhibited to share your "Happy Dance" with us.

## Weekend Grab Bag

As you take time to be with loved ones this weekend to honor the men and women who have made so many sacrifices for us and our country, you may need some foodstuff to share along with all the great memories. Traci has gone ahead and put together a grab bag of favorites from the shop; all you may need to add is bread, a knife for cuttin' the cheese and meat (and a bottle opener and some glasses for the beer, to get even more specific)! Our Memorial Day Picnic Bag (\$50) includes three wedges of cheese (some shop favorites!), a chub of salami and a beer to share. Give our mongers a call to order, noting that we need at least a day's notice to process your order. Also, we'll be closed on Monday, so plan to pick up by Sunday at 5pm latest.

## New Cheese & Goodies

This coming week we are hosting our first "Taste of Place: A Celebration of American Cheeses" class and so we'd like to give a shout out to three regional products - a road trip across the U.S. if you will.

The first hails from California. The new outstanding Good Food Award winner, **Bay Blue** is making its first appearance in our cheese case this week. The family-run Point Reyes Farmstead Cheese Company takes its time when developing new cheeses; in fact, this is only its third new cheese since operations began in 2000. Bay Blue captures the flavors and textures of a beautiful natural-rinded blue cheese (think Stilton).

Naturally, our next stop is in Granbury, Texas - another town that has recently been hit by severe weather. Fortunately, Eagle Mountain Farmhouse Cheese was not affected by last week's storm, but the town is on our mind. **Birdville Reserve** is a trappist style natural-rinded cheese that has, in less than three years, already won best cheese in its category at the American Cheese Society annual competition. Using Brown Swiss cow's milk, this cheese develops deep, lingering flavors that will down right bring a smile to your face.

At last, we end up in New York. It's late spring in the Southern part of the state and so the weather is slightly colder and wetter than usual around my birthday. Thus, my mind drifts to sheep and their warm wool. About 1.5 hours from where I grew up is the largest sheep dairy farm in the country, Old Chatham Shepherding Company. **Nancy's Camembert** is a beautiful camembert-style cheese that evokes great memories of the Hudson Valley from my child hood because the flavor reminds me of freshly mowed grass.

## Cheese-y News

If you picked up a copy of the May 2013 Austin Monthly magazine, you may have noticed that our Cheese Classes were named one of "113 Fun Things To Do This Summer." We couldn't agree more. We are honored that the Editors found our classes to be so newsworthy. Check out this [link](#) to see what they say. Keep an eye out for our June class schedule that we'll announce soon, as well as some other great news related to our events at the Cheese House.

## Stay Cheese-y!

John & Kendall

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



ring us 512 531 9610

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

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