



## FREE CHEESE at Our Inaugural Pop-Up Picnic!

Want to sit out under a big, beautiful tree offering plenty of shade in this sunny, gorgeous weather and munch on FREE cheese, meat, and goodies while reflecting on how awesome life is? So do we! And we're excited to announce that we'll be doing just that this Saturday from 10am-1pm, as we launch our Pop-Up Picnics!



How does our Pop-Up Picnic work? This Saturday morning at 10am, John, Everett and I will be at a central Austin location handing out cheese picnic trays for FREE. However, we've decided to make this a bit like a flash-mob - (or more like a Flash Feast!). So we are not going to announce the exact location until Saturday morning at 9am. Just know that for this inaugural picnic we have chosen our personal favorite picnic spot. So what do you have to do? Watch Facebook and Twitter for our announcement\* Saturday, get in your car or on your bike and head to the picnic. Don't forget to BYOB (that is, bring your own blanket and beverage). We'll be waiting with your own personal picnic tray that includes tastes of three cheeses, salami, Easy Tiger baguette and marcona almonds. The fun then begins as you find your own perfect spot in the grass to throw down your blanket, relax, munch and listen to live acoustic music. Once you're re-fueled, play a round of Frisbee, bean-bag toss, or ladder golf (all provided). Can it get any better than that?

You may be asking why we're doing this. Well, to be honest, life can get pretty hectic. For us, we continue the fun and daunting task of juggling parenthood and business ownership. And this idea came to us as a way to celebrate both; we just needed the excuse to get together as a family, chill out with cheese, and relax with good friends. We also decided it's an ideal time to support our community, so there will be a suggested donation box of \$7 per picnic tray with 100% of the proceeds going to the Sustainable Food Center. Donate if you're able; regardless, come get free cheese and picnic with us!

So, here's a quick recap:

- **What:** Pop-Up Picnic including Free Cheese & Goodies!

- **When:** Saturday, May 11 from 10am-1pm (Cheese served 10-11:30am)
- **Where:** Central Austin location within 3 miles of the Capitol. Exact location announced via facebook and twitter at 9am Saturday\*
- **How:** BYOB (blanket and beverage). We'll provide the rest.

\*Note: If you wish to also receive an email notification of the location, please respond to this email by Friday at noon.

To guarantee your cheese box, email us your name and number of guests. Otherwise, just show up! Bring mom for an early Mother's Day celebration. Bring the kids. Bring yourself. And don't forget that beverage and blanket!

## New Cheese from Hidden Springs Creamery

It seems that Brenda Jensen of [Hidden Springs Creamery](#) in Wisconsin got into the cheese business much the same way I did - her husband Dean had a crazy idea and somewhere along the way she not only got roped in but found herself deep in the work. For them, it started when Dean bought a herd of fifty sheep and started attending sheep dairy co-op meetings. Before she knew it, Brenda was literally up to her elbows in curd as the principle cheesemaker. Since then, their herd has increased in size to include over 250 Lucane and East Friesian sheep that are well-cared for, as is the land on which they graze. Their goal is to maintain a financially and environmentally sustainable farm and farmstead cheesemaking operation. Hidden Springs Creamery cheeses have won numerous first place ribbons at the World Cheese Championships, American Cheese Society Competition, United States Cheese Championships, and Wisconsin State Fair to name a few. You've most likely tried their Ocooch Mountain in our case. Now come try some of their other delicious cheeses we've brought in. **Bad Axe**, aged two months, was named for the river where the 1832 Battle of Bad Axe occurred. It develops a semi-soft texture and a flavor profile that is both easygoing and tart; pair this black-wax rinded cheese with berries and honey! **Meadow Melody** is a firm cheese made with a mixture of sheep's and cow's milk. Washed when young and then maturing for three months, this cheese develops grassy, nutty, and toffee-like notes. **Timber Coulee**, inspired by the French Pyrenees cheese Ossau-Iraty, has a delicious natural rind. **Bohemian Blue**, a collaboration with Tony and Julie Hook, is the result of their efforts to address the shortage of Roquefort pending a 300% tariff. Fortunately for us cheese lovers, the tariff was avoided. However, now we don't have to be quite so dependent on French cheese since we have this American blue cheese made of sheep's milk. This cave-aged, rindless cheese is made from the milk of Hidden Springs Creamery sheep and crafted by Hook's Creamery. As opposed to Roquefort, they opted to make a much drier and more crumbly textured cheese that still maintains a sweet and sour finish.

## Mother's Day & Graduation Gifts

Heads up! Mother's Day is on the 12th, giving you only days to find the appropriate gift to celebrate the maternal figures in your life. You won't need all that time though, because the official **Antonelli's Cheese Shop Mother's Day Gift Basket** (try saying that five times fast) is all you'll need! Overflowing with cheese, accoutrements, chocolate, and a bottle of Prosecco, this basket is the perfect "Sunday brunch gift basket" (\$80)! We recommend muddling the Strawberry & Rose Petal Jam (included) into a glass of Prosecco for a tasty spin on a bellini (also good for celebrating certain of-age graduates!)! For the gift that keeps on giving (for a least 3 months that is) shower your loved one with the gift of cheese with a **Cheese of the Month Club membership**. If you're in charge of brunch, consider ordering a **cheese and charcuterie platter** to cut down on your prep time (and perhaps buy you a

little more munching time while you're crunching to get everything ready!). Call and speak to a cheesemonger for ordering details.



### Call for Cheesemongers!

Love all things cheese? Want to spend every waking moment glorifying cheese and other fermented goodness and slow foods? And then still spend every sleeping moment dreaming of it as well? If that sounds like you, and you're looking for a full-time job (40 hours a week, schedule varying 7 days a week), then [email Shop Manager Victoria](#). We're looking to expand the team and welcome interested applicants who meet these criteria to send us a resume and coverletter.

### Cheese-y Events & News & Donations

Saturday, May 11 - Tap Brew Tours (12-6): Nick and Adam came waltzing into our Shop about a month ago, looking to pair some cheese with beer from breweries they're visiting on their [Tap Brew Tours](#). A designated driver to take you to outstanding local breweries to taste their crafty wares, a comedian to cover the drive, and tasty grub along the way. Sounds pretty awesome to us? Their next tour is this weekend, so check out their website for more information or this [Austin Chronicle](#) write-up.

### Farewell to Kelly!



It's truly a bittersweet announcement. Sadly, this Sunday is Kelly's last day with us. But despite the fact that we'll miss her greatly (and her love of cheese!), it's an exciting time for Kelly as she looks to what adventures await her next. Come make this her best day ever and wish her farewell! We love you Kelly!

### 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

[Visit our website »](#)