



### Looking Back, Forging Forward

The beginning of a new school year is always a great time to look back on what has been and look forward to what will be. Here at the Shop we have a new understanding of passage of time - Everett. He is an ever present reminder of just how quickly things change and adapt and as a group we are always excited to see what he might do next.

So we will take a minute to look back and remember the great many things that have happened at the Shop and for our cheese team in the last twelve months. In October, after 5 months of work, we acquired the Cheese House located directly across the street from the Shop. For those of you who have had a chance to attend class there, you know how great the space is. At 98 years old, it has finally found its place as a House of Cheese. We are looking forward to celebrating its centennial anniversary in 2014. While our square footage grew, so too did our team. Paul Kiry joined the family in October to fill the role as Cheese Liaison to our myriad of wholesale restaurant clients. He has worked diligently to assist in creating and maintaining great cheese plates all around town. Additionally Victoria Swaynos started behind the case in January, after many years behind the counter at the heralded Cowgirl Creamery location in DC.

In February, we celebrated our second anniversary with free cheese plates all around town - a tradition supported by all of our regulars! And in conjunction with that major milestone, we launched a full website. Thanks Zocalo Design for making such a beautiful site that makes guests feel as though they are in the Shop working one on one with a cheesemonger. Not too long thereafter, our Shop was given the "Local Heroes" retailers award from Edible Austin. It is an honor to have one the first of this category. May came and so did Everett, our newest, and youngest, Cheesemonger. He attends weekly meetings, hangs out in his crib in the Cheese House (in our office) and gets access to any and all products he wants (though he hasn't started taking advantage of that due to having no teeth). Finally, as mentioned last week, John was recently elected to the board of directions for the American Cheese Society, a three-year commitment in which he looks forward to actively supporting our American Cheesemakers.

As we look forward, the possibilities are endless. There are great cheeses to source, more great meats to eat, and a whole world of food to share with you. Our team is once again expanding and there will be more to come when we announce our newest team member Dan in the coming weeks. We'll also be expanding our pairings selections (surprise!) and finalizing some finishing touches in our House (like our cheese wall mural!). Plus, as cheese goes, many of the 3-6 month cheeses being released are showcasing vibrant summer milk. Yes, this time of year can be hectic as we transition from summer adventures in an attempt to create our routines and we continue to be very grateful to be a part of your culinary adventure and routine!

### New Cheeses and Goodies

Camellia is a Camembert-style goat cheese named for one of Redwood Hill's favorite does. When this cheese is young, the paste is firm and has a mild, buttery taste. As the cheese ages, the paste softens and takes on a mushroomy earthiness.

We've also received another Spanish blue cheese. La Peral, made from pasteurized cow's milk and occasionally additional milk types, is produced by a family who has been in the cheesemaking business for three generations. Named after a village in northern Spain, La Peral is a moist cheese with flavors of butter and mushrooms.

And for all you fans of Californian-producer Robert Lambert's preserves and other accoutrements, we have his Raspberry Jam and laboriously-made Membrillo back in stock!

### Cheesily Yours,

John (& Kendall)

Kelly, Brad, Courtney, Paul, and Victoria



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