



This October Marks the First Annual American Cheese Month!

This October marks the celebration of the first annual American Cheese Month, as coordinated by the American Cheese Society and determined by the State of Colorado in the following proclamation (<http://www.americancheesemonth.org/>):

Whereas, American artisan, farmstead, and specialty Cheesemakers represent a strong, dedicated, vibrant community passionate about crafting delicious, diverse, and wholesome cheeses; and

Whereas, cheesemakers produce thousands of cheeses in over 100 distinct categories, and are part of a movement that focuses on sustainable agricultural practices, farm-to-table distribution, informed food choices for consumers, and connecting local producers with consumers; and

Whereas, these Cheesemakers preserve traditional agricultural and production methods, support farmers, create community-based employment, foster strong local economies, and show a spirit of creativity and entrepreneurship; and

Whereas, Colorado's growing number of artisan Cheesemakers garner national awards by proudly producing cheeses made from fresh, high quality, local milk sources; and

Whereas, consumers, retailers, chefs, and distributors in Colorado benefit from access to a wide and varied selection of the highest quality, American-made cheeses; and

Whereas, the American Cheese Society is headquartered in Denver, Colorado where it creates jobs in the non-profit sector; actively seeks out and supports local partners, contractors, and service providers; operates in an eco-friendly manner; and enhances the state's economic diversity;

Therefore, I, John Hickenlooper, Governor of the State of Colorado, do hereby proclaim October 2011 American Cheese Month.

If you're one of the cynics out there who doesn't believe that America produces great cheese and you think "American Cheese" only comes in the form of Kraft singles, then this is your month to get out there, find an event in your area, and take it upon yourself to school your taste buds on the "amazingness" that is American cheese! And for those of you who are already convinced, there are plenty of events to encourage your obsession, starting with the Great American Beer Festival in Denver, Colorado this weekend where both beer and cheese are the rage.

Not able to escape to Denver? We've got plenty of events lined up to celebrate at the cheese shop.

All of our weekly cheese classes for October will feature only American cheeses, and a special tasting with Farmhouse Delivery will focus specifically on Texan Cheesemakers. We're also being contacted by lots of folks to participate heavily in Austin Beer Week (10/22-10/30) and while many of the details are yet to be determined, keep your eyes and ears peeled for announcements. The month will culminate in our Second Annual Cheese and Beer Pairing with The Draught House, and will feature locally-crafted brews perfectly paired to American artisanal cheeses. (We're finalizing details as we write this!) Needless to say, there's a lot going on! And if you can't make it to an event, just visit us in the shop and we'll happily guide you through a complimentary tasting of many of the great American cheeses in our case.

New Cheese

Since 1840, when the Marcoot family emigrated from Switzerland, seven generations have raised Jersey cattle in southern Illinois. Their cheeses are made solely from the milk of their grass-fed, registered Jersey cows. Marcoot Alpine is an intense firm cheese has a mouth numbing sharp finish that pairs great with stronger beers.

From Wisconsin comes Meadow Melody, a wonderful cow and sheep milk cheese that is washed early on and aged for three months to create a wonderful Manchego-like flavor of nuttiness. Pair this cheese with olives, prosciutto, and fruit preserves and enjoy a picnic with a nice bottle of wine.

The Bandastra brothers at Frisian Farms in Iowa make cheese in the tradition of Dutch farmstead producers, creating a gouda like the ones that the Dutch keep for themselves. Our new Frisian Farms Gouda has a wonderfully rich cameral flavor with a sweet grassy finish.

Cheese Tasting Events!

Wednesday, October 5 (7pm): Sommelier Cinema at the Alamo Ritz. My Dinner with Andre features a French dining scene. While you sit back, relax, and enjoy the show, we'll be serving up French wines and cheeses paired to go with them. Purchase a ticket here: http://draffhouse.com/movies/sommelier_cinema_my_dinner_with_andre/austin. (Apologies for forgetting the link last week! For your future reference, all tickets to Sommelier Cinema events are purchased regularly through the Alamo Draffhouse website.)

Wednesday October 12 & 26 (7:30pm): Instead of announcing our weekly "Cheese 101: 7 Styles of Cheese" classes through this email as we usually do, our October classes are reserved for folks who've regularly been on our waitlists but have yet to get the chance to attend, as a special thanks for their perseverance. If they aren't filled completely, we'll announce extra spaces electronically. Thanks for your interest!

Wednesday, October 19 (7:30pm): We're offering another "Cheese 101" class, showcasing only Texan producers, exclusively for Farmhouse Delivery customers. To find out about the class, you have to receive their newsletter (<http://www.farmhousedelivery.com/>).

October 22-30: Austin Beer Week! Stay tuned for our participation in multiple events around town!

Sunday, October 30: Second Annual Cheese & Beer Pairing at The Draught House! We're finalizing details and will announce them electronically.

Cheesily Yours,
Kendall & John
Kelly, Brad, Shawn, and Courtney

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Mon: Closed
Tues - Sat: 11am to 7pm
Sun: 12pm to 5pm

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