



Culinary Sales
Support, Inc.

Chicago IFT Presents: Artisanal Wisconsin Cheese

Chef Lauren DeMaria & Chef Dot Vartan



Culinary Sales Support, Inc.

We Have a Passion for Food!

Our team of culinary experts – ***Chefs and Registered Dietitians*** – create exciting new food and beverage offerings for the top 500 restaurant chains.

We work on behalf of our food manufacturer clients:

- Creating new menu ideas utilizing their products
- Assisting their R&D team in developing new products
- Keeping them abreast of how their products fit in with the latest trends
- Conducting interactive trend tours to immerse teams in the foods, flavors and emerging trends in various locations to spark innovation.

Our full scale ***marketing and advertising teams*** create exciting sales tools, product literature, and promotional materials for our clients.



Macro Food Trends

More Sophisticated Food Palates

- Food shows, magazines, food trucks, and new restaurants provide exposure to different cultures and cuisines and have made consumers' tastes more sophisticated
- Although consumers still value convenience and price when it comes to eating out and grocery shopping, they're increasingly looking for artisan items, new flavor combinations and premium quality



Noodles and Company

Truffle Macaroni and Cheese with Baby Portabella mushrooms



Macro Food Trends

Smaller Portions

- “Small Plate Dining” introduces petite course in place of large entrées inspired by the Spanish tapas
- Smaller versions of existing menu items satisfy the needs of consumers seeking to try something new or those looking for portion control
- Smaller size means lower price, making miniature portions perfect for dollar and value menus



T.G.I Fridays, Right Portion/Right Price

Big Flavors. Smaller Services. Delicious Selections.
Under 750 Calories. So Good. Enjoy Everyday.

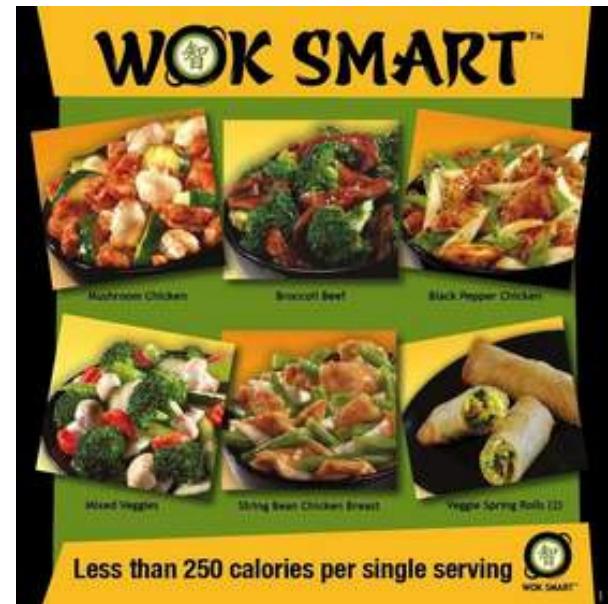


Macro Food Trends

Health and Wellness

- To address the growing interest in health, more menu choices are available that are whole grain, high fiber, low sodium, low calorie, and have no chemical additives, and/or no preservatives
- Starting in 2012, the FDA requires all restaurants to publish the calorie content of all menu items
- Consumers believe limiting processed foods is among the most important components of healthy eating, right behind consuming vegetables and fruits

Data: Food Technology Magazine April 2011



Macro Food Trends

Local and Organic

- Consumers are paying more attention to where their food comes from, and whether it has been sourced in a sustainable manner
- Farm-fresh, farmer's market, and farm-grown claims have grown 80% on menus over the past three years
 - ✓ In 2011, 87% of fine dining establishments, 63% of casual, and 59% of family dining restaurants offered locally produced products on their menu.
- Only 30% of shoppers are very comfortable with food grown outside the U.S.



Data: Food Technology Magazine April, 2011



Cheese Trends

- Consumers have put a new-found emphasis on authenticity, purity and legitimacy – the more pure and authentic the flavor, the easier it is for consumers to connect to it and feel good about eating it
- Consumers have a growing interest in cheeses with a sense of history and tradition – and for some that has sent them toward products unique to a single region or even a single farmstead
- Artisan, locally made, and organic, cheeses are all part of this trend



Data: Cheese and Flavor: How Far Can You Go, 2008; International Dairy Deli Bakery Association, 2008 Trends Report



Cheese Trends

- Specialty cheeses that used to be indulgences or splurges are now purchased on a regular basis because they have made their way from specialty markets to mainstream retail outlets
- Specialty cheeses provide consumers with an indulgent, more flavorful addition to an appetizer, a sandwich, salad or entrée dish—just a little bit goes a long way!
- In foodservice establishments, consumers are learning more about specialty cheese pairings with wines, breads, meats, beers and beyond



Wisconsin Cheese



Wisconsin Dairy Landscape

- The story of Wisconsin's dairy industry has roots in prehistoric times. Nature set the stage for America's Dairyland during the last Ice Age, when glaciers cut through what is now Wisconsin. As they receded, the massive mountains of ice left behind a countryside of rolling hills and lush pastureland.
- When European immigrants migrated west to the nation's heartland, which reminded many of their homelands.
- Climatic conditions suited farming well, and initially, farmers grew wheat, hops, and other grains. Dairy farming followed naturally, and dairy farmers soon produced an abundance of top-quality milk.
- To preserve excess milk, farmers made cheese.
- The move from producing cheese for family use to making cheese to sell was a short step.



Wisconsin Dairy Industry

- More grass-based dairy operations than any other state.
- Grazing is a time-honored technique made new with managed intensive grazing which rotates the cows to different parts of the pasture to maintain fresh grass feed.
- Seven different breeds of cattle are found in Wisconsin's dairy herds, as well as goats and sheep.
- 90% of Wisconsin milk goes into making quality, award-winning cheeses.



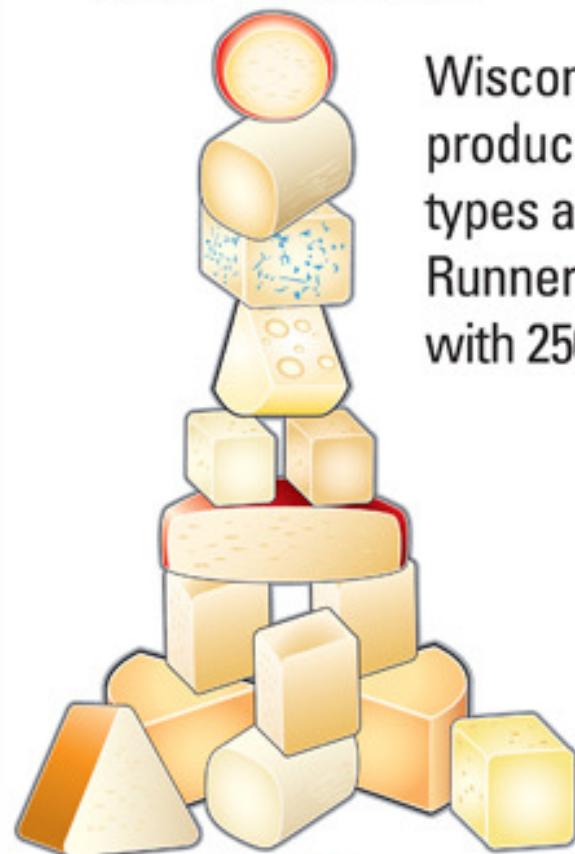
Wisconsin Cheesemaking

- Cheesemakers and dairy farmers newly immigrating to the United States often chose Wisconsin as their destination.
- Representing almost every country in Europe, they arrived with a strong work ethic, determination, treasured family secrets, and the tradition of making favorite cheeses from the old country.
- All of the classic European cheeses are produced by Wisconsin cheesemakers.
- Innovative Wisconsin cheesemakers created original cheeses such as Brick and Colby.
- Limburger, the most famous of all Belgian cheeses, is made in the U.S. by a single cheese plant in Monroe, Wisconsin.



Wisconsin Leads in Cheese Varieties

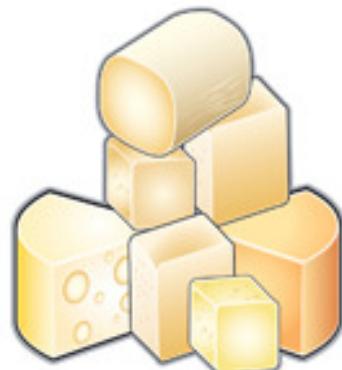
WISCONSIN



600

Wisconsin cheesemakers produce over 600 varieties, types and styles of cheese. Runner-up comes in second with 250 varieties.

CALIFORNIA



250

© 2011 Wisconsin Milk Marketing Board, Inc.



A Review of the Steps to Making Cheese

Step 1 - Milk Intake

- Quality cheese begins with one key ingredient – quality milk. Before the cheesemaking process begins, incoming milk is first tested for quality and purity. It takes approximately 10 pounds of milk to make one pound of cheese.

Step 2 - Standardization

- Next, the milk is weighed, heat treated or pasteurized to ensure product safety and uniformity

Step 3 - Starter Culture & Coagulant

- Starter cultures, or good bacteria, are added to start the cheesemaking process. They help determine the ultimate flavor and texture of the cheese. Next, a milk-clotting enzyme called rennet is added to coagulate the milk, forming a custard-like mass.



A Review of the Steps to Making Cheese

Step 4 - Cutting

- It's then cut into small pieces to begin the process of separating the liquid (whey) from the milk solids (curds). Large curds are cooked at lower temperatures, yielding softer cheeses like Mascarpone and Ricotta. Curds cut smaller are cooked at higher temperatures, yielding harder cheeses like Gruyere and Romano.

Step 5 - Stirring, Heating & Draining

- Cheesemakers cook and stir the curds and whey until the desired temperature and firmness of the curd is achieved. The whey is then drained off, leaving a tightly formed curd.

Step 6 - Curd Transformation

- Different handling techniques and salting affect how the curd is transformed into the many cheese varieties made in Wisconsin.



A Review of the Steps to Making Cheese

Step 7 - Pressing

- Pressing determines the characteristic shape of the cheese and helps complete the curd formation. Most cheeses are pressed in three to 12 hours, depending on their size.

Step 8 - Curing

- Depending on the variety and style of cheese, another step may be curing. Curing is used for aged cheeses and helps fully develop its flavor and texture.
- The cheese is moved to a room that is carefully controlled for required humidity and temperature and may be aged for up to 10 years.



The Art of Affinage

- **Affinage** is the craft of refining or finishing cheese. It involves aging a formed cheese to reach peak flavor. Aging Elements: temperature, humidity, time
- **Naturally ripened cheese** or natural-rind, naturally-aged, cellar-aged: ripened naturally and their rinds are self-formed. Lower moisture cheeses such as Parmesan.
- **Surface ripened:** soft and semi-soft varieties that ripen from the outside in and usually have a creamy interior. Varieties such as Brie have a harmless mold applied to the outer surface which creates its unique rind and creamy center.



The Art of Affinage

- **Washed-rind:** The affinage process involves wiping or coating the surface with a specially formulated wash or brine solution. It can be as simple as a saltwater base with the addition of a *Brevisbacteria linens* culture but can also contain wine, mead, beer, or brandy. The *Brevisbacteria linens* act to protect the cheese so that only good molds ripen the cheese.
- These cheeses originated in the monasteries of France and Belgium and are also called Monastery-style cheeses.
- **Smear-ripened:** Brick cheese, a Wisconsin original, is smear-ripened. While aging, it is periodically rubbed with a strong smelling solution of whey and brine. The longer it ages, the more aromatic the cheese becomes.



The Art of Affinage

- **Cave-aged:** This cheese is aged in underground caves or cave-like coolers. The temperature, humidity and unique microflora interact with the cheese to impart flavor. Blue veined cheeses are cave aged and have had cultures of the mold *Penicillium* added so that the final product is spotted or veined throughout with blue.



Wisconsin Master Cheesemaker® Program

- The only training course of its kind outside of Europe
- 3-year course of study administered by the internationally respected Center for Dairy Research at the University of Wisconsin-Madison.
- 44 cheesemakers' products proudly bear the Master's Mark® – a symbol of the superior level of quality, technical skills and craftsmanship they have attained.



Cheese Tasting



Wisconsin Sheep Dairy Cooperative: Dante

- Dante is one of three cheeses produced by the Wisconsin Sheep Dairy Cooperative.
- Sheep's milk is sourced from between twelve and fifteen member farms that milk between 100-400 sheep seasonally, mainly comprising of the East Friesian and Laucaune breeds. During the spring and summer, the sheep graze freely on pasture and fed a limited amount of natural grain while being milked.
- Dante cheese is aged for at least six months before release. During this time, they're covered with an edible poly-coating to help preserve moisture and control mold growth.
- Flavors of Dante are sweet with notes of toast, butter, and grass. The texture is slightly pliant and moist, with more aged wheels becoming slightly drier and more crumbly.

www.sheepmilk.biz



Sheep's Milk Cheese

Most of the sheep milk produced in the world is made into cheese. Some of the most famous cheeses are made from sheep milk:

- Feta (Greece, Italy, and France)
- Ricotta and Pecorino Romano (Italy)
- Roquefort (France)



Sheep milk has a higher solids content than goat or cow milk. As a result, more cheese can be produced from a gallon of sheep milk than a gallon of goat or cow milk. Sheep milk yields 18 to 25 percent cheese, whereas goat and cow milk only yield 9 to 10 percent.



Sartori: Sarvecchio Parmesan Cheese

Sartori Sarvecchio Parmesan Cheese, America's most highly decorated Parmesan cheese made in Wisconsin.

A fourth generation cheesemaker, founder, Paolo Sartori, emigrated from Italy.

- Classic Italian cheeses spring from the unique Wisconsin *terroir* of climate, water and soil.
- An array of artisan cheeses crafted in the European tradition with our distinctive flavors added such as
 - Balsamic BellaVitano
 - Cognac BellaVitano
 - Espresso BellaVitano
 - Basil & Olive Oil Asiago



www.sartoricheese.com

Carr Valley: Billy Blue Goat Cheese



- Made from the fresh milk of pasture grazed Wisconsin goats, it is aged for four months.
- It has the distinctive blue cheese flavor and delightful creamy texture.
- This cheese took 2nd Place at the 2009 American Cheese Society Competition and most recently took a Gold Medal at the 2011 World Cheese Awards.

The higher proportion of medium-chain fatty acids in goat's milk contributes to the characteristic tart flavor of goat's milk cheese



Carr Valley: Artisanal Cheeses with Distinguished Taste

In the past five years alone, Carr Valley cheeses have won more than 400 top awards in U.S. and international competitions.

One-of-a-kind American Originals:

- Black Sheep Truffle, Cave Aged Marisa, Smoked Ba Ba Blue made from **sheep's milk**
- Baraboo Blue, Chevre au Lait, Cocoa Cardona, and Goat Cheddar made from **goat's milk**
- Bread Cheese, Cranberry Chipotle Cheddar, Apple Smoked Cheddar made from **cow's milk**
- Canaria, Menage, Mobay, and Shepherd's Blend made from **mixed milk**



www.carrvalleycheese.com



Cheese Information & Resources

Wisconsin Cheese Information: www.eatwisconsincheese.com

To order the Traveler's map:

www.eatwisconsincheese.com/wisconsin/travelers_guide.aspx

Websites for the Cheeses that were sampled:

www.sheepmilk.biz

www.sartoricheese.com

www.carrvalleycheese.com

Cheese can be ordered directly from these sites.

Additional Sources for Artisan Cheeses:

Whole Foods

Pastoral: pastoralartisan.com—three retail locations in Chicago





Thank You!

For additional information, please contact
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