

# IN PURSUIT OF CHEESE



VOL. 3 NO. 1

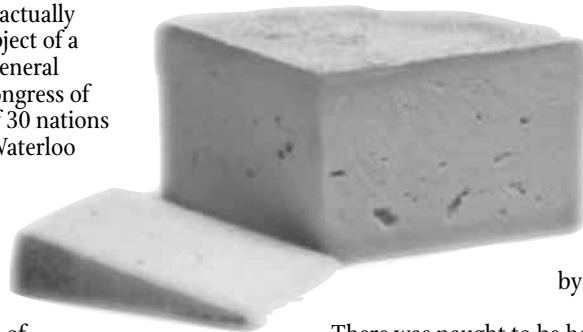
INTERNATIONAL HANDMADE  
CHEESE OF THE MONTH CLUB

## F E A T U R E D C H E E S E S

### BRIE, THE KING OF CHEESE

Our first selection this month is our fuzzy, French friend, acclaimed as one of the world's great cheeses – Brie. Characterized by an edible, downy-white rind and a cream-colored, buttery-soft interior, this cheese "oozes" at the peak of ripeness. Though several countries make this popular cheese, we bring you only the finest selection from France. Considered the best in the world, the French tradition of making Brie dates back to the 8th century, delivering to you the quality and flavor only an authentic cheese can deliver. The selection of this great cheese for our customers is an all-important process. Brie must be perfectly ripe for the best flavor, and so we bring you one that is plump and resilient to the touch, with a rind that might show some pale brown edges.

Often referred to as the "king of cheeses," it is an interesting story how this prestigious title actually came about. Incredibly, it was the very subject of a unanimously passed "resolution" by the General Assembly of the United Nations. At the Congress of Vienna in the year 1815, representatives of 30 nations were brought together after the Battle of Waterloo to reconstruct the map of Europe. As a reprieve from the serious business of rehabilitating whole regions of the world after the devastating battles that took place, these gentlemen held balls and, above all, dinners. On one such occasion several were discussing the merits of various cheeses, at which point they decided to choose, and present, a cheese of their liking at the next fete. Monsieur de Talleyrand brought a Brie, which was immediately and unanimously proclaimed "king of cheeses." Maybe this made up a little bit for France having lost the war. Whether it is king will always be debated by cheese lovers the world over but there is certainly no denying that this cow's milk cheese is one of the greats.



### CAERPHILLY

#### The Cheese that Hails from Wales

Pronounced car-'filly, this Welsh cheese has been steadfastly made since the middle of the 19th Century. Originating in small farms close to the town of, you guessed it, Caerphilly, it rapidly grew in popularity with the Welsh mine workers. The miners, who were well aware of the fact that cheese absorbed the toxic substances inhaled in the mines, had made cheddar their popular choice. Caerphilly, however, became an instant hit with its fresher flavor and softer texture that made it more palatable 'down in the pit.'

Originally produced locally for domestic consumption to use up surplus milk, in the early nineteenth century it began to provide a source of prosperity when it was marketed at the fairs. Demand for this unique cheese quickly exceeded supply. Developing means to keep up

with this new insatiable demand, a cheese market was established which invited cheese makers from Vale of Glamorgan to

Chepstow to participate. The production of Caerphilly cheese reached a peak of 2 1/2 tons a week. The flat round cheeses, each weighing from five to ten pounds, were unloaded from the carts and wagons and stacked in an open building on the Twyn. This very sight is what inspired the following poem, no doubt authored

by a grateful consumer and fellow cheese lover:

There was naught to be heard but Cheese! Cheese! All the time, yes, cheese! Cheese! And Cheese! Without ending. I verily thought that the people of Wales on nothing but cheese were depending. Were you to heap up every cheese upon cheese, and I to climb up had the power, I could change the moon every noon with great ease from the top of Caerphilly's Cheese Tower.