
FRENCH CHEESE CLUB

TERROIRS & TRADITIONS



NEWSRELEASE – FOR IMMEDIATE RELEASE

A GROUP EFFORT ON BEHALF OF 5 TOP FRENCH CHEESE MAKERS: THE FRENCH CHEESE CLUB

New York, February 25, 2008 – An initiative is sure to get noticed on the US cheese market. 5 French cheese makers have decided to team up to promote and support the sale of these classic, award winning cheeses:

From the Bourgogne and Champagne regions,

Chaource, Brillat-Savarin, Delice de Bourgogne, Saint-Florentin by **Didier Lincet**
l'Epoisses, Perriere, Trou du Cru, Affidelice, Soumaintrain by **Fromagerie Berthaut**

From Normandy,

Pont l'Eveque, Livarot, Grain d'Orge, Cœur de Bray by **E. Graindorge**

From the southern regions,

Saint Marcellin, Saint Felicien, Boucantrin, Roves des Garrigues, Provençal by **L'Etoile du Sud**

From the Jura valleys,

Comte by **Rivoire-Jacquemain**

The *French Cheese Club Ambassadrice Cecile Delannes* is based in the US. Her mission is to work closely at the trade, consumers and media level by organizing point of sale promotions, supplying POS materials, conducting staff training sessions, as well as participating in industry trade shows and general "Cheese of France" promotional campaigns.

Ms. Delannes is a source of information regarding the French cheese Traditions at large.



An elaborate web site is at your perusal for additional information and visuals:
www.frenchcheeseclub.com

For Further Information: Call Cecile Delannes 1 646 825 0425 or at
contact@frenchcheeseclub.com

Join us for a presentation of the French Cheese Club Fromage Plate Tuesday March 11, 2008
Madison Bistrot, 238 Madison Avenue (betw. 37 & 38th Streets) 5pm-7pm Rsvp 212 260 5924

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FRENCH CHEESE BETTER THAN EVER WHERE CENTURIES OF SAVOIR FAIRE MEET TODAY'S NEED FOR WHOLESOMENESS AND ART DE VIVRE

New York, February 26, 2008 – When you sit down with a glass of wine and a piece of cheese spread on toast or a slice of apple, you are not just taking a much needed break from the hustle bustle of our life, you are perpetuating a tradition born in France a very long time ago- and reaping all the benefits from it.

Consider these important boosters to your well-being:

- a plate of cheese is perfect for a **casual yet refined social occasion**: pick the cheese according to *the occasion* (a heart shaped E. Graindorge's Coeur de Bray for Valentine's), *your guests' tastes* (Delice de Bourgogne by Didier Lincet is a smooth delectable cheese, whereas Affidelice from Berthaut brings the character of a classic French cheese) or *your regional or francophile interest* (a Provencal by Etoile du Sud is ideal to celebrate a South of France vacation plan)
- a **healthy and tasty snack**: French cheese is absolutely hormone free, and an essential source of fatty acids, vitamin E, and calcium (look for more health info in the future releases)
- a **sensory delight**: by connecting to a culinary art you are opening yourself to experiencing a new way to look at food that is less about calorie consumption and more about acquiring a culture that celebrates the value of quality and pleasure

Ultimately it is about the notion of **Terroir** (teh-RWAHR) best translated as “taste of the land” which is the unique quality of a product granted by the specific region of its origins and the centuries old traditions that are compounded in its fabrication; you are buying a cheese that is wholesome, a piece of culinary art, a guaranty of savor and delight. The well known French cheese *l'Epoisses* by the Fromagerie Berthaut embodies this concept. As such it delivers all the benefits highlighted above: According to the legend, L'Epoisses dates back to the 16th century, Cisterian Monks hand washing the rind with a solution of Marc de Bourgogne. It is of special interest to note that the orange coloring of the cheese is not duplicable: a mystery to the scientist, it is due to the milk and the specific atmospheric conditions of the village of France of Epoisses nestled in the French countryside, North west of Dijon.

Strong to the nose and extremely smooth on the tongue, this cheese is often compared to the character of two well known French historic personalities: Charles Le Temeraire for its force and Madame de Sevigne for its sensitivity.

Enjoy *Epoisses* by Fromagerie Berthaut in this delectable, traditional & regional *recipe*, courtesy of Chef Claude Godard, Madison Bistrot, in New York City.

Tarte A l'Epoisses (Savory Pie with Epoisses Filling)

Ingredients for the dough:

2 cups Sifted Flour
8 Tsp Butter
1 Egg Yolk
¼ tsp Salt
¼ cup Water



Ingredients for the filling:

1 Epoisses Berthaut
2 cups Heavy Cream (Crème Fraiche)
3 Eggs
3 Medium Size Potatoes
Salt, Pepper, ground Nutmeg to taste

For the pie crust:

Spread the flour in a circle, make a well in the center and put in the salt, egg yolk, well softened butter and the water. Mix these ingredients into a soft dough, handling the dough as little as possible. Refrigerate for 2 hours.

For the filing:

Cook the potatoes in water until tender, cool down and peel the skin.

In a mixer, mix the Epoisses, the eggs and the cream. Add salt, pepper and ground nutmeg to taste.

Roll out the dough and line in a non stick tart pan.

Slice the potatoes into thin slices (1/4 inch thick) and place them on the dough.

Pour the Epoisses mixture over.

Bake at 180 C / 400 F for 45 minutes

Enjoy with a green salad and a glass of Chablis wine for a well balanced and satisfying evening meal.



Created in 2007, the French Cheese Club is a group effort by 5 of France's most renowned cheese makers to promote their cheeses and the French cheese tradition at large

Members of the French Cheese Club:

Didier Lincet : Chaource, Brillat-Savarin, Delice de Bourgogne, Saint-Florentin

E. Graindorge: Pont l'Eveque, Livarot, Camembert, Cœur de Neufchatel

L'Etoile du Sud: Saint Marcellin, Saint Felicien, Boucantrin, Roves des Garrigues, Provençal

Fromagerie Berthaut: l'Epoisses, Perriere, Trou du Cru, Affidelice, Soumaintrain

Rivoire-Jacquemain: Comte

For Further Information: Call Cecile Delannes 1 646 825 0425 or at contact@frenchcheeseclub.com

For more information on French cheese at large, visit www.cheesesoffrance.com

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