



LANDIS

FOOD & BEVERAGE EDUCATIONAL SERVICES

Cheese In-Depth Series **Connect and Sell** Deli Managers and Cheesemongers Class Workbook

Deli Managers and Cheesemonger Class

- Get an inside look at your cheese brands in a way that you can relate to and take back to your customers
- Make connections to cheese brands while discovering the background, unique history and personal stories surrounding them and their artisan styles from the people who make them
- Reinforce and expand your knowledge with immersive tasting experiences
- Elevate your total Cheese Knowledge in an interactive environment
- Sell more cheese

Sample Agenda

8:30 am – 8:55 am - Laura Chenel & Marin French

9:00 am – 9:25 am - Beecher's Handmade Cheese

9:30 am – 9:55 am - Beehive Cheese Company

Break

9:10 am – 9:35 am - Forever Cheese

9:40 am – 10:05 am - Wensleydale Creamery

10:10 am – 10:35 am - Carr Valley Cheese Co

Break

10:50 am – 11:15 am – Taste Elevated Spreads

11: 20 am – 11:45 am – Creminelli

11:50 am – 12:15 pm – Rustic Bakery

Break

12:30 pm – 2:00 pm – Building a Cheeseboard - Panel

Laura Chenel, Beecher's, Beehive Cheese, Forever Cheese & Carr Valley paired with Taste Elevated, Creminelli & Rustic Bakery

Break

2:30 pm – 3:30 pm – Beverage & Cheese pairing event

3:40 pm – 4:30 pm – Additional Cheese presentations

Michael Landis ACS CCP, CCSE – Moderator

Laura Chenel & Marin French Cheese

Laura Chenel

Forty years ago, Laura Chenel started her journey as one of the first producers of American artisan goat cheese. Using the method's, she learned while apprenticing in France, she began selling in Sonoma farmer's markets. Alice Waters discovered Laura's cheese and featured it on a timeless salad at Chez Panisse, starting a new trend. The partnership between these two trailblazers made Laura Chenel a prominent name in food service & retail. Laura Chenel started a new chapter in American goat cheese through her commitment to care, quality, and community. The key to great cheese is the best milk. Laura Chenel only sources from family farms in California, Oregon, Nevada, Idaho. Once we have the best milk, we rely on time and attention to detail to make our state-of-the-art creamery has been awarded LEED gold certification with solar energy and water recycling. We're carrying the torch still from the heart of California's wine country and are celebrating 40 years as the pioneers of fresh goat chevre.

Laura Chenel Plain Log, Serving 1oz.

Our 8-ounce Original Log is made in the traditional French elongated shape and has a creamy texture at room temperature or baked. This original log is *the* cheese that Alice Waters used to crown Chez Panisse's iconic mixed greens salad. Famous for its rich-tasting, bright citrusy tang, the flavors are enhanced due to a balanced amount of salt. Pairing suggestions: Sauvignon blanc is the quintessential fresh goat cheese partner.

Laura Chenel Marinated Aged Goat. Thyme & Rosemary

Why marinate goat cheese? It's all about the flavor. We cut the discs from our fresh Original Logs and place them on racks to dry for 5-7 days. Then, they are hand packed into recyclable jars with herbs and oil. Our marinade slowly infuses the flavors of Thyme and Rosemary. Both the cheese and oil are amazing spread and drizzled on toast, baguettes, salads, and as garnish for soups. The tasty marinade is a bonus dressing for your recipes.

Pairing Suggestions: Sauvignon Blanc.

Recent Awards: ACS Pittsburgh PA 2018, 2nd Place / ACS Des Moines, IA 2016, 1st Place

Marin French Cheese

In 1856, The Civil War was drawing to an end's, railroads connected east and west, European immigrants were settling in Marin County to farm the lush coastal land. And, at his West Marin dairy farm, our founder, Jefferson Thompson made deliciously fresh cheese using the milk of his dairy cows. Thompson would then ship it by schooner to the hungry dockworkers in San Francisco. He soon gained renown for European style cheeses – soft-ripened Brie, Camembert, and our claim to fame: Breakfast Cheese – and founded a creamery that would eventually be known as Marin French Cheese. Today, over 150 years later, Marin French Cheese operated in the same location, making us the longest continually operating cheese company in America. We still create the same classic styles of soft-ripened cheese by hand as our founders. We receive milk from neighboring Marin and Sonoma county dairies in a 15 mile radius, ensuring the milk is never more than 24 hours from the milking parlor to reception. The milk that we use is rich with balanced protein, fat, and flavor. The milk is rBST-free and comes from a blend of dairy breeds: Jersey, Holstein, and Guernsey. Over the years, the company has grown into award winning cheeses, Jefferson Thompson's pioneering spirit still guides our process.

Marin French Cheese Petite Breakfast 4oz

We have been making our iconic Petite Breakfast since 1865. Petite Breakfast follows the same cheesemaking process as our other cheeses, but skips the aging room, making it a fresh Brie. Sold fresh and young, it has a tangy flavor and a slightly spongy texture, reminiscent of creamy cheese curds. Because of its texture, Petite Breakfast is versatile for hot and cold usages, such as salads or pastries.

Pair with a Sauvignon Blanc or wheat beer.

Marin French Cheese Petite Jalapeno 4oz

Our Petite Jalapeno is a triple-crème brie, with a creamy and spicy taste. The bold flavors of the red and green jalapeno peppers bring a spicy kick, while being tamed by the creamy taste and smooth texture of the Brie.

Pair with a Rose' or wheat beer.

Marin French Cheese Triple Crème Brie 8oz

Triple Crème Brie is everything a Brie-style cheese should be - smooth, creamy and elegant. Time honored techniques are used when crafting this soft-ripened beauty in small batches. The finished cheese reflects the high-quality local milk acquired from neighboring Marin dairies. This California original has a creamy paste, slightly sweet flavor and a velvety white rind that provides a delicate, tangy finish.

Laura Chenel Plain Log

Milk Type

Cow / Goat / Sheep / Mixed

Heat Treatment

Raw / Unpasteurized / Pasteurized

Rennet

Animal / Microbial / Vegetable

Taste Assessment _____**Sales Notes** _____

Laura Chenel Marinated Aged Goat

Milk Type

Cow / Goat / Sheep / Mixed

Heat Treatment

Raw / Unpasteurized / Pasteurized

Rennet

Animal / Microbial / Vegetable

Taste Assessment _____**Sales Notes** _____

Marin French Petite Breakfast

Milk Type

Cow / Goat / Sheep / Mixed

Heat Treatment

Raw / Unpasteurized / Pasteurized

Rennet

Animal / Microbial / Vegetable

Taste Assessment _____**Sales Notes** _____

Marin French Petite Jalapeno

Milk Type

Cow / Goat / Sheep / Mixed

Heat Treatment

Raw / Unpasteurized / Pasteurized

Rennet

Animal / Microbial / Vegetable

Taste Assessment _____**Sales Notes** _____

Marin French Triple Crème Brie

Milk Type

Cow / Goat / Sheep / Mixed

Heat Treatment

Raw / Unpasteurized / Pasteurized

Rennet

Animal / Microbial / Vegetable

Taste Assessment _____**Sales Notes** _____

CHEESE ASSESSMENT GUIDE

DAIRY	MILK	M1	Light	M2	Whole	M3	Rich	M4	Tangy	M5	Sour
	CREAM	C1	Light	C2	Milky	C3	Rich	C4	Tangy	C5	Sour
	BUTTER	B1	Light	B2	Sweet	B3	Rich	B4	Cream	B5	Intense
	COOKED	BC1	Mild	BC2	Sweet	BC3	Rich	BC4	Roasted	BC5	Burnt

MINERAL / ANIMAL	SALT	S1	Hint of Salt	S2	Light Salt	S3	Medium	S4	Strong	S5	Salt Lick
	GRASS	G1	Fresh	G2	Fermented	G3	Straw	G4	Hay	G5	Wet Hay
	EARTH	E1	Dusty	E2	Dried Leaves	E3	Wood	E4	Dirt / Soil	E5	Smoke
	MINERAL	MN1	Pencil	MN2	Aluminium	MN3	Slate	MN4	Galvanized	MN5	Sulfur
	ANIMAL	AN1	Rennet	AN2	Leather	AN3	Wet Wool	AN4	Horse	AN5	Barnyard

NUT / BREAD / MALT	NUT	N1	Peanut	N2	Almond	N3	Cashew	N4	Chestnut	N5	Walnut
	NUT ROASTED	NR1	Peanut	NR2	Almond	NR3	Cashew	NR4	Chestnut	NR5	Walnut
	SEEDS	SD1	Sunflower	SD2	Sesame	SD3	Poppy	SD4	Pumpkin	SD5	Linseed
	BREAD	BD 1	Fresh	BD2	Flatbread	BD3	Brioche	BD4	Toasted	BD5	Burnt
	MALT	MT1	Malt	MT2	Maple	MT3	Butterscotch	MT4	Caramel	MT5	Molasses

VEGETABLE	MUSHROOM	MR1	Button	MR2	Oyster	MR3	Shitake	MR4	Portobello	MR5	Truffle
	ROASTED MR	MRR1	Button	MRR2	Oyster	MRR3	Shitake	MRR4	Portobello	MRR5	Truffle
	HERBS	H1	Dill	H2	Basil	H3	Oregano	H4	Lavender	H5	Rosemary
	ONION	O1	Chive	O2	Vidalia	O3	Shallot	O4	Red	O5	Garlic
	ONION CK	OC1	Cooked	OC2	Browned	OC3	Caramelized	OC4	Fried	OC5	Burnt
VEGETABLE	V1	Lettuce	V2	Peas	V3	Spinach	V4	Broccoli	V5	Cabbage	

FRUIT / FLORAL	APPLE	A1	Gala	A2	Fuji	A3	Golden	A4	Jazz	A5	
	PEAR	P1	Bartlett Brown	P2	Bartlett Red	P3	Anjou	P4	Nashi	P5	Asian
	CITRUS	CT1	Tangerine	CT2	Valencia	CT3	Grapefruit	CT4	Lemon	CT5	Lime
	SPICES	SP1	Vanilla	SP2	Nutmeg	SP3	Cinnamon	SP4	Fennel	SP5	Pepper

