



FOR IMMEDIATE RELEASE

CENTER INFORMATION:  
1-877-797-1200

MEDIA CONTACT:  
PHILLIP BALTZ (x101)  
ALLISON GOOD (x104)  
BALTZ & COMPANY  
212.982.8300

## ***Chef-Restaurateur Terrance Brennan Opens Artisanal Cheese Center***

*New Project Incorporates Wholesale Business, Retail Fulfillment, Special Events, and Education*

New York, NY (May 2, 2003) — Terrance Brennan, acclaimed chef-proprietor of Picholine, Artisanal, and Terrance Brennan's Seafood and Chop House, launched his ambitious new Artisanal Cheese Center, the 10,000 square foot multi-functional facility, completely dedicated to the art of aging or *affinage* of fine cheeses, and the first establishment of its kind in the United States. Fueled by his passion for cheese and his desire to make the cheese course a part of everyday dining, Brennan created the center to improve the quality of cheeses available in the United States by introducing the European method of aging cheeses to this country. For the first time, Brennan boldly consolidated the importing, aging, and storage of an unrivaled range of cheeses under one roof. The staff at the center carefully oversees the entire handling process from farm to consumer, focusing on the critical aging period to ensure that the cheeses are enjoyed by consumer and wholesale customers at peak ripeness.

“When we began to offer fine cheeses at Picholine nearly a decade ago, Americans’ awareness and appreciation for fine cheeses was in its infancy. When we opened Artisanal—the first American restaurant centered around great cheese—we knew we had tapped into something vital, something that excited diners,” said Terrance Brennan, proprietor of Artisanal Cheese Center. “The opening of the Artisanal Cheese Center represents an entirely new world of possibilities for the aging and enjoyment of fine artisan cheeses from around the world. This dramatic new project is the natural evolution of our passion and will ensure that many fine cheeses around the world will continue to be accessible for years to come, expanding their audience here in the U.S.”

Artisanal Cheese's diverse international product selection is available wholesale to specialty food purveyors and restaurants. Consumers are able to order from an extensive selection of fine cheeses through Artisanal Cheese's website ([www.artisanalcheese.com](http://www.artisanalcheese.com)) or through a companion mail order catalog.

**(more)**

One of the defining features of the center is the five on-site cheese “caves” equipped with customized refrigeration systems imported from Europe, allowing for distinct, precise climates to accommodate Artisanal’s full range of cheese styles. There is one each for goat, blue, washed rind, bloomy, and tommes cheeses. Philippe Alléosse, renowned French affineur who is considered a leading authority on cheese aging, is consulting on the project and advising the team on usage and conditioning of the state-of-the-art maturing rooms. Alléosse designed these units to assist the Artisanal Cheese staff with the aging of the cheeses, a delicate and carefully monitored process that determines the flavors and textures in the cheeses. The temperature and humidity variables are be precisely controlled and calibrated down to 1/10 of one degree for optimum aging and storing conditions.

## **Artisanal Cheese Center**

### **Page 2**

Brennan assembled a team of passionate cheese experts and enthusiasts to assist him in staffing the center and aging the cheeses. Their combined 50 years of expertise results in the delivery of the consistently high quality of product.

Artisanal Cheese is also utilized as a center for cheese education. Picholine’s maître fromagers Max McCalman and Daphne Zepos are designed courses of study to satisfy a wide range of student needs with distinct curricula tailored for consumers and members of the restaurant trade. The classroom is equipped with a professional demonstration kitchen that accommodates up to 60 students. The room is also available for bookings of chef demonstrations, cocktail parties, wine and cheese tastings, among other events.

Artisanal Cheese, located at 500 West 37<sup>th</sup> Street at 10<sup>th</sup> Avenue on the second floor, is open for wholesale business. Information on cheese orders, courses, and events can be obtained on the website ([www.artisanalcheese.com](http://www.artisanalcheese.com)). Tours and private events can be arranged by calling toll free 877-797-1200 or in New York 212-239-1200.