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OF
2005



**ARTISANAL PREMIUM
CHEESE CENTER:
THE ULTIMATE SPA FOR CHEESE**

Helping set the pace for cheese trends in the U.S., Chef Terrance Brennan's quest to educate Americans began in the early 1990s, when he introduced a traditional European cheese course at his restaurant Picholine in New York City. In 2001, he expanded on that service by opening Artisanal, a bistro/fromagerie/wine bar.

With the mission to provide Americans with the best cheeses in the world, matured to optimal ripeness and enjoyed at the peak of flavor, Brennan launched Artisanal Premium Cheese Center in 2003. This 10,000-square-foot Manhattan-based gourmet mail order and online retailer is devoted to the art of *affinage*, or the aging of cheese.

"The Artisanal Premium Cheese Center grew out of a vision of making artisanal cheese part of everyday life, as it is currently in Europe," remarks Brennan. He believes the appreciation for artisanal cheese is an educational process, similar to how wine appreciation has evolved over the years. "The more a customer learns about the product, the more he or she is likely to enjoy it," he adds.

With 270 cheeses from all over the world and five caves equipped with customized European refrigeration systems, the Artisanal Premium Cheese Center sets itself apart by being able to *affine* (age) its cheeses. The five cheese caves create distinct and precise climates for each type of cheese in order for them to reach full potential. It's like a spa for world-class cheese. Each cheese is carefully turned, brushed and washed by hand and closely monitored by a staff of 32 full-



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and part-timers, including a Maitre Fromager, Director of Affinage and a Cave Manager, until it has been determined to reach its optimal flavor.

Like a fashion designer updating a collection for each season, Artisanal selects cheeses with its customers' palates in mind. It looks for small-production, hand-crafted cheeses that will work together. Best-sellers include Epoisses, Comté, Ossau, Reblochon, Colston Bassett Stilton and Brie de Nangis. Cheeses change based on availability and seasonality.

Attracting customers that run the spectrum from seasoned cheese connoisseurs looking for new ideas to recently converted cheese lovers who aren't yet comfortable creating cheese courses on their own, Artisanal Premium Cheese Center receives more than 2,100 new visitors to its site each week. The majority of

shipments are sent to New York, Connecticut, the District of Columbia, Florida and California. Educational classes also are seeing growth. Artisanal's "Cheese and Wine 101" is the most popular, followed by "Old World Cheeses and New World Wines."

Along with building a national brand that represents the highest standards of quality, Artisanal Premium Cheese Center is committed to supporting American cheesemakers and becoming the leading *affineur* of American artisanal cheeses. The company is determined to continue growing and promoting artisanal cheeses, as well as educating the public on the pleasure of quality cheese. *Contact: Terrance Brennan, Artisanal Premium Cheese Center, 500 W. 37th St., New York, NY 10018; 212. 239.1200; Fax: 212. 239.1476; www.artisanalcheese.com.—N.D.*