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SUPPLIER NEWS

Brennan to open cheese center in New York

NEW YORK — Terrance Brennan, chef-owner of Picholine, Artisanal and Terrance Brennan's Seafood and Chop House here, plans to open an Artisanal Cheese Center in Manhattan that will merchandise cheese to restaurateurs, specialty food purveyors and consumers.

The 10,000-square-foot center, which is located at 500 W. 37th St., will import, age and store a wide selection of cheeses from around the world. They will be available at the center, on the company's Web site, www.artisanalcheese.com, and

through a mail-order catalog.

"When we began to offer fine cheeses at Picholine nearly a decade ago, Americans' awareness and appreciation of fine cheeses was in its infancy," Brennan said. "When we opened Artisanal — the first American restaurant centered around great cheese — we knew we had tapped into something vital, something that excited diners. But the opening of the Artisanal Cheese Center represents an entirely new world of possibilities for the study, sourcing and serving of

fine artisan cheeses from around the world."

The center will include five on-premises cheese caves designed with customized European refrigeration systems, which will allow for precise climate control of different varieties and enable staff members to control temperature and humidity more precisely.

The center's staff also plans to offer courses of study developed for restaurant professionals as well as consumers.

The center is scheduled to open in early May.
