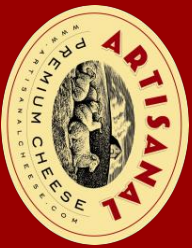


*Taste the Difference*

Clubs, Banquet,  
Corporate Café  
& Fine Dining Programs

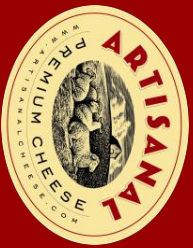




## Affinage (AH-fee-nahj)



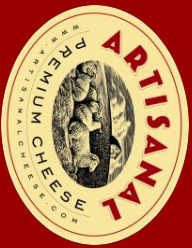
The ancient art of maturing cheese to peak ripeness and flavor. Sourcing the finest quality cheeses and understanding ripeness are affinage techniques that made Artisanal the trusted source for top executive chefs.



## Where It All Began...



Artisanal Premium Cheese Brand began on this beautiful cheese cart in a Michelin-Rated restaurant in NYC. Since the beginning culinary excellence has been Artisanal's standard.



# The First Cheese Caves in the USA @ Artisanal

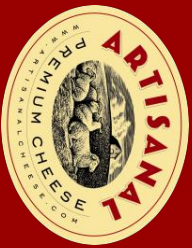


## Cave One

Relative Humidity: 80%

Temperature: 44 Degrees

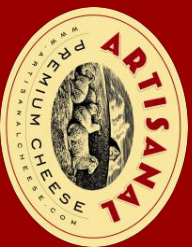
Artisanal grew.  
We engineered five  
state-of-the-art  
cheese aging caves,  
combining  
centuries-old  
European  
techniques with  
modern American  
ingenuity.



## ARTISANAL Affinage-Facts

- Artisanal was the first to bring French-quality cheese to fine dining
- Artisanal then installed *state-of-the-art* cheese-aging caves in the United States.
- Artisanal educated thousands of people in Cheese & Wine Tasting classes hosted at the Artisanal Cheese Center in NYC
- Artisanal experts have mastered the art of pairing cheese with fine wine and craft beer
- Artisanal has developed the Artisanal CheeseClock™ explaining how to pair cheese with fine wine and craft beer





# How the CheeseClock™ Works

## Artisanal's CheeseClock™



## Artisanal's CheeseClock™

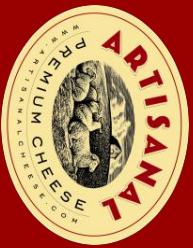
*All the fun begins at 6 o'clock!*

In fine dining, a chef *always* selects and presents cheese from mild to strong (Progression) with corresponding wines and beers (Pairing) starting at the 6 o'clock point in a platter.

Rooted in fine dining Artisanal created the CheeseClock™ to enable *everyone* to select cheeses from mild to strong and understand pairings with wine and beer.

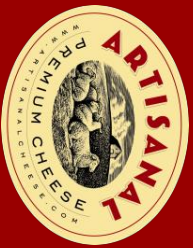
Each cheese at Artisanal is categorized into quarters of the CheeseClock™ – **mild** (6 to 9 o'clock), **medium** (9 to 12 o'clock), **bold** (12 to 3 o'clock) & **strong** (3 to 6 o'clock) – giving everyone selection capabilities on Progression and which wine or beer to Pair.

*The highest quality cheeses with the expertise of how to pair them!*



## A Cheeseplate from Mild to Strong





## An Exciting Club Program –

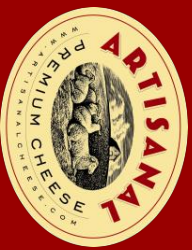
Don't just bring in cheese. Your guests want 'Knowledge' and 'Dining Experiences'

This unique program offers a new experience for current members & will attract new members. Make your club more interesting and the topic of conversation!



**“Artisanal 101 Class”** - Artisanal will host a Virtual Cheese & Wine Tasting Class &/or Cheese & Microbrews Training Class to train your staff.

**Artisanal Menu ‘Fact’ Sheets** - Will offer guests enough information to understand progression, pairings, country of origin, milk type, as they enjoy a cheese platter.



# Raising The Bar



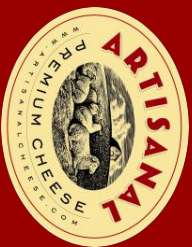
## **The Artisanal Bar Collections:**

- *Red Wine*
- *White Wine*
- *Scotch*
- *Beer*

**\$4 per serving (minimum order 16 servings)**

**The Artisanal Bar Collections** will complement your sales of red and white wines, beer and scotch offerings and drive new sales, as your customers will be enticed to savor our at-peak-ripeness cheeses with multiple beverage servings.

Easy to serve, you will receive pre-printed cards describing the cheeses in each collection for your guests to review. Our extensive Fromager's Notes will be provided to your staff to better acquaint them with each cheese, along with cutting instructions to illustrate the ease of plating each Bar Collection.



# Hyatt Hotels - Artisanal's Bar & Banquet Programs

## Artisanal's Branded Bar Menu – A sample of a Bar Pairing Program

Thoughtfully Sourced. Perfectly Paired.

Carefully selected cheeses, aged to perfection by Artisanal Premium Cheese company, perfectly paired with your choice of local beer and regional wine flights.



### White Wine & Cheese Pairing

White Wine Flight 00.00

<b>Sauignon Blanc</b> Benziger, Sonoma County Citrus, apple flavors, minerality	<b>Riesling</b> Dr. Konstantin Frank, New York Floral flavors, tangerine, zesty acidity	<b>Chardonnay</b> Benziger, Carmelo Honeysuckle, pineapple, stone fruits, pear
<b>Bilan</b> Vermont Butter & Cheese Creamery, Vermont Semi-soft, tangy, creamy-flavored	<b>Tobaci</b> Crocket Creek Farm, Massachusetts Semi-firm, meaty, savory	<b>Bloomaday</b> Coco Dairy Farm, Connecticut Firm, buttery, grassy



### Red Wine & Cheese Pairing

Red Wine Flight 00.00

<b>Pinot Noir</b> Byron, Santa Barbara County Dark berry, cherry, floral notes, minerality	<b>Syrah</b> Snoqualmie, Columbia Valley Blackberry, blueberry, herbal, smoky tones	<b>Cabernet Sauvignon</b> Murphy-Goodie, California Blackberry, cherry hints of thyme
<b>Windsor Dale</b> Vermont Farmstead Cheese Company, Vermont Firm, milky-flavored, mellow	<b>Rupert</b> Consider Bardwell Farm, Vermont Firm, beefy, well-balanced	<b>Berkshire Blue</b> Berkshire Cheese Makers, Massachusetts Firm, moist, zesty



### Beer & Cheese Pairing

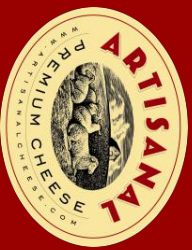
Beer Flight 00.00

<b>Lager</b> Samuel Adams Boston Massachusetts Hoppy, hints of fruit, crisp	<b>Blue Moon Belgian White Ale</b> Colorado Coriander, orange spiciness, creamy, complex	<b>IPA</b> Locally Brewed Firmly bitter, hoppy, flavorful throughout
<b>Cremont</b> Vermont Butter & Cheese Creamery, Vermont Semi-soft, creamy, lactic	<b>Moggie's Round</b> Crocket Creek Farm, Massachusetts Firm, grassy, savory	<b>Tarentaise</b> Thistle Hill Farm, Vermont Firm, tangy, vegetal



*Taste the Difference*

HYATT.



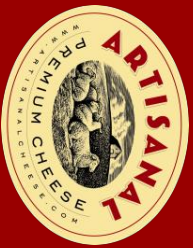
# Banquet Program

**Artisanal Banquet & Catering  
Program cheeses are chosen  
by Artisanal's experts.**



*Your platters will be complete  
with Artisanal display tags*

- **Easy Order** – Just call in the party size and date of the event – that's all we need.
- **You Receive** – Enough cheese for the event portion-controlled at 2oz per person.
- **NO Waste** -- Wheels cut to order, piece cheeses sold by unit – you bill your client for all the cheese we ship you.
- **Artisanal** – selects 4-6 cheeses from mild to strong. 50 guests or more we use 6 cheeses.
- **\$4.20 per person (2oz per person) -- Shipping Included!**

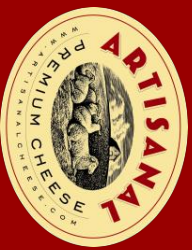


# Fine Dining



*Artisanal Display Tags*

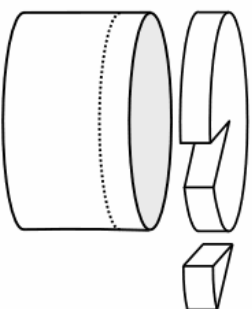
- Basic kitchen skills required for the highest quality cheese program
- Enhances guest experiences and stimulates beverage sales in lounges
- Provides easy-to-serve additions to 24-hour Room Service menus



# Artisanal Cheese Cutting Techniques

## FOURME CHEESES/ CYLINDRICAL CHEESES

The cylindrical cheeses are to be cut in slices then sliced like any round cheese. Cut it from the center to the outside.



## ROUND CHEESES

Cut from the center to the outside.



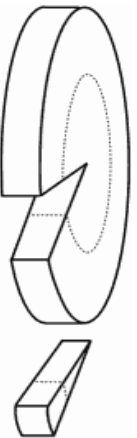
## SMALL ROUND CHEESES

The small cheeses are cut in 2 or 4 depending on their size.

## LARGE ROUND CHEESES

2 choices: For medium large tomes: cut long and thin wedges.

For large tomes: cut a long and thin wedge then cut it in half.



## SQUARE CHEESES

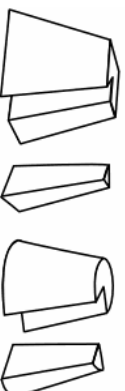
Cut from the center to the outside.



## PYRAMID SHAPE CHEESES

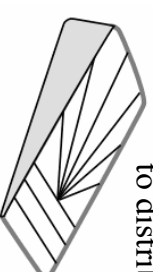
Cut in wedges from the center to the outside.

You can cut 8 slices from each piece of cheese.



## LARGE WEDGE CHEESES

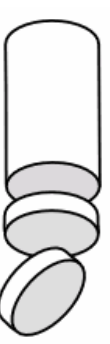
Cut as shown, in pieces and wedges to distribute the rind evenly.



## LOG CHEESES

The log shape cheeses are cut in slices. If any cheese has a straw in its center, like the Saint Maure cut the straw with your sharp knife.

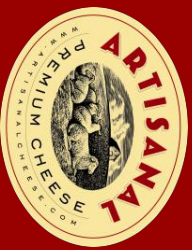
Do not slice slide on the straw.



## SPOONABLE CHEESES

A few cheeses are served with a spoon. For this type, make an incision over the top 90% of the cheese. Then lift the top off like a lid.





# Contact Us

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