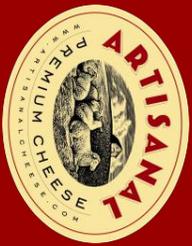


Taste the Difference

Clubs, Banquet,
Corporate Café
& Fine Dining Programs

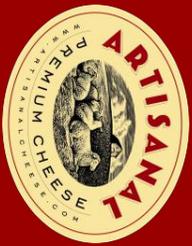




Affinage (AH-fee-nahj)



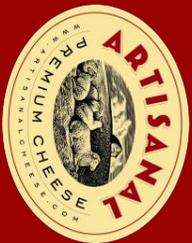
The ancient art of maturing cheese to peak ripeness and flavor. Sourcing the finest quality cheeses and understanding ripeness are affinage techniques that made Artisanal the trusted source for top executive chefs.



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

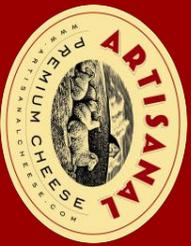


Cave One

Relative Humidity: 80%

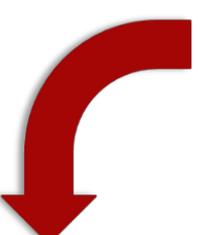
Temperature: 44 Degrees

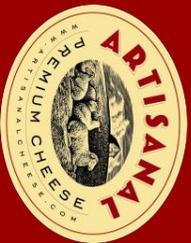
Artisanal grew.
We engineered five
state-of-the-art
cheese aging caves,
combining
centuries-old
European
techniques with
modern American
ingenuity.



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™

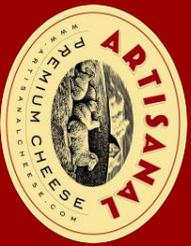
All the fun begins at 6 o'clock!

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.

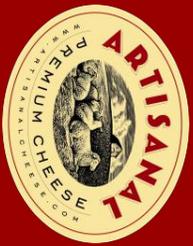
Each cheese at Artisanal is categorized into quarters of the CheeseClock™ – **mild** (6 to 9 o'clock), **medium** (9 to 12 o'clock), **bold** (12 to 3 o'clock) & **strong** (3 to 6 o'clock) – giving everyone selection capabilities on Progression and which wine or beer to Pair.

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



A Cheeseplate from Mild to Strong





An Exciting Club Program –

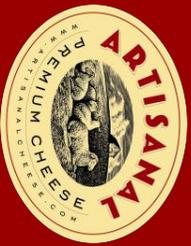
Don't just bring in cheese. Your guests want 'Knowledge' and 'Dining Experiences'

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:

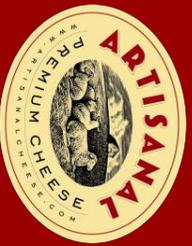
- *Red Wine*
- *White Wine*
- *Scotch*
- *Beer*

\$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, paired with your choice of local beer and regional wine flights.



White Wine & Cheese Pairing

White Wine Flight 00.00	
Sauvignon Blanc Benzie, Seneca County	Riesling Dr. Konstantin Frank, New York
Citrus, apple flavors, minerality	Floral flavors, tangerine, zesty acidity
Chardonnay Bamberg, Caramos	Hampe, Sucke, pineapple, stone fruits, pear
Blau Vermont Butter & Cheese Creamery, Vermont	Bloomaday Coco Cooper Farm, Connecticut
Semi-soft, lemony, creamy-flavored	Firm, buttery, grassy
Tobaci Crockett Creek Farm, Massachusetts	Berkshire Blue Berkshire Cheese Makers, Massachusetts
Semi-firm, meaty, savory	Firm, moist, zesty



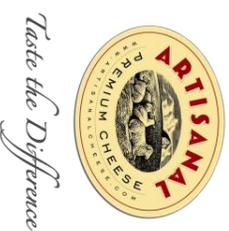
Red Wine & Cheese Pairing

Red Wine Flight 00.00	
Pinot Noir Byron, Santa Barbara County	Syrah Snoqualmie, Columbia Valley
Dark berry, cherry, floral notes, minerality	Blackberry, blueberry, herbal, smoky tones
Cabernet Sauvignon Murphy-Good, California	Blackberry, cherry, hints of thyme
Windsor Dale Vermont Farmstead Cheese Company, Vermont	Berkshire Blue Berkshire Cheese Makers, Massachusetts
Firm, milky-flavored, mellow	Firm, moist, zesty
Rupert Consider Bardwell Farm, Vermont	Locally Brewed IPA
Firm, beefy, well-balanced	Firmly bitter, hoppy, flavorful throughout

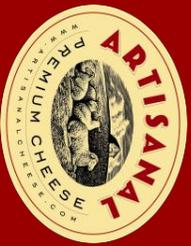


Beer & Cheese Pairing

Beer Flight 00.00	
Samuel Adams Boston Lager Massachusetts	Blue Moon Belgian White Ale Colorado
Hoppy, hints of fruit, crisp	Coriander, orange spiciness, creamy, complex
Cremont Vermont Butter & Cheese Creamery, Vermont	Maggie's Round Crockett Creek Farm, Massachusetts
Semi-soft, creamy, lactic	Firm, grassy, savory
Tarentaise Thistle Hill Farm, Vermont	Locally Brewed IPA
Firm, tangy, vegetal	Firmly bitter, hoppy, flavorful throughout



HYATT.



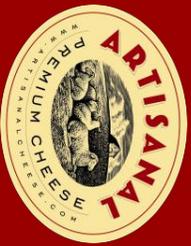
Banquet Program

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



*Your platters will be complete
with Artisanal display tags*

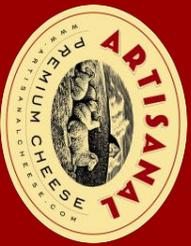
- **Easy Order** – Just call in the party size and date of the event – that's all we need.
- **You Receive** – Enough cheese for the event portion-controlled at 2oz per person.
- **NO Waste** -- Wheels cut to order, piece cheeses sold by unit – you bill your client for all the cheese we ship you.
- **Artisanal** – 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



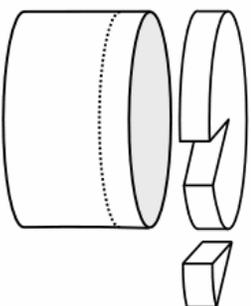
- Basic kitchen skills required for the highest quality cheese program
- Enhances guest experiences and stimulates beverage sales in lounges
- Provides easy-to-serve additions to 24-hour Room Service menus



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

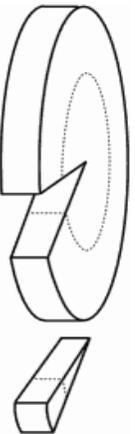
Cut from the center to the outside.



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

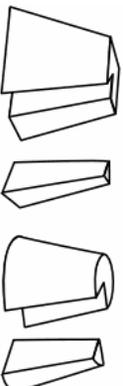
Cut from the center to the outside.



PYRAMID SHAPE CHEESES

Cut in wedges from the center to the outside.

You can cut 8 slices from each piece of cheese.



SMALL ROUND CHEESES

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



LARGE WEDGE CHEESES

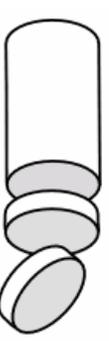
Cut as shown, in pieces and wedges to distribute the rind evenly.



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.

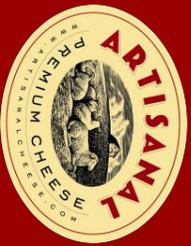
Do not slice slide on the straw.



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.





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