



CONTACTS:
Kathi Johnson
Kathleen@knjpr.com
310.649.4781
Kris Ellenberg
Kris.ellenberg@gmail.com
310.430.1772

TREND ALERT – THE SECRET LIFE OF CHEESE

CYPRESS GROVE CHEVRE SHARES “THE SECRET LIFE OF CHEESE” – THE AGES AND STAGES OF SOFT-RIPENED GOAT CHEESE

Try This at Home to Unlock Flavor Revelations and Taste Sensations

Arcata, CALIF. (January 17, 2010) – Think that soft-ripened goat cheese in the refrigerator is just getting older and will be past its prime after the “sell by” date? Think again. Soft ripened cheeses have a secret life that lies just below the surface where the cheese continues to ripen. It’s the layer between the rind and the curd that thickens as the cheese ages, transforming the flavor and texture of the cheese from the time it is ready to consume, until the last bite is savored.

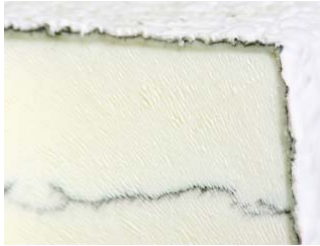


In a young, soft-ripened cheese, the layer is barely visible and the cheese is at its most mild flavor. The flavor grows in richness and complexity, becoming stronger, softer and “unctuous” as the layer thickens. If the cheese is properly stored from the time of purchase, it’s possible for the consumer to enjoy a wide range of flavors from the same wheel or wedge of cheese over a period of a month or more.

According to the cheese experts at Cypress Grove Chevre, which has received national and international acclaim for its cheeses, the perfect ripeness of a surface ripened cheese is in the eye and the palate of the beholder. This could be as soon as the date of purchase or up to two months later, providing the cheese has been properly wrapped and stored.

“People experiencing goat cheese for the first time generally prefer a young, mild cheese,” explains Bob McCall, Sales and Marketing Manager. “As their palate develops they may favor stronger, more complex flavors. I can give someone the same cheese, but at different stages in the aging process and they taste like two different cheeses.”

This scientific term is “proteolysis” (pro-t-al-a-sis), something McCall prefers teaching consumers how to look for rather than to say. “Simply put, proteolysis is the thickening of the layer between the rind and the cheese curd. You can see this layer thicken over the course of several days. The thicker the layer becomes, the stronger the taste of the cheese.”

McCall and the cheesemakers at Cypress Grove recently monitored proteolysis in their iconic Humboldt Fog over the course of nearly three months. The result is a guide to the flavor profiles and characteristics of young, ripe and mature Humboldt Fog and their suggested food and wine pairings.

	Young	Ripe	Mature
Cypress Grove's Signature Humboldt Fog Soft-Ripened Goat Cheese			
Flavor, Aroma and Appearance	<ul style="list-style-type: none"> • Flavors are creamy, clean with pleasing acidic mouthfeel and a crisp citrus finish • Aromas of buttermilk and fresh cream. Slight proteolysis development – less than ¼ inch 	<ul style="list-style-type: none"> • Flavor is tangier; floral and herbal overtones beginning to appear • Aroma now includes a floral note to accompany a more pronounced buttermilk smell. • Proteolysis is thickening to about ½ inch and rind is darkening with some yellowing 	<ul style="list-style-type: none"> • Rind begins to influence flavor adding a tart tone to accompany new, more pronounced herbaceous and earthy notes • Aroma can be slightly ammoniated until aired out and then strong herb and rind mold fragrances are prominent • Rind can be marbled and grey and proteolysis is highly developed and up to 1" wide
Pairings			
Wine	Pinot Grigio, Sauvignon Blanc, Demi-Sec sparkling wine	Pinot Noir, Rosé	Full bodied, aged Zinfandel or Pinot Noir, Single Malt Scotch, Prosecco
Beer	Light Wheat Beer	Pale Ale	India Pale Ale (IPA)
Food	Pistachios, Marcona almonds, honey, Fuji or Pink Lady apples	Jamon Serrano, prosciutto, aged salami, currants, Fuyu persimmon	Granny Smith apples, D'Anjou pear, dates, mango chutney, dried cranberries, fig jam
Serve on.... or Serve with...	Baguette, thin cracker	Nut/fruit crackers, Olive Bread	Seeded baguette, savory or sweet Spanish torta crisp bread
Can't miss/ party in a box	Spread some Humboldt Fog on a thin slice of Fuji apple and drizzle with chestnut honey and serve with a wheat beer	Make an appetizer with salami and Humboldt Fog on a slice of olive bread and serve with a nutty, smoky Pinot Noir	Serve mature Humboldt Fog with fig jam on sweet torta crisp bread and Prosecco

“These are general guidelines to help consumers identify the characteristics associated with cheeses at various ages and stages,” said McCall. “It’s a matter of personal preference and trial and error. Once you determine the level of ripeness you prefer you can select and enjoy the cheese accordingly.”

This experiment can be done at home with slices of Cypress Grove’s Humboldt Fog or Truffle Tremor.

- Purchase one large wedge (at least 16 ounces) or several smaller slices (not less than two ounces) of Cypress Grove Humboldt Fog or Truffle Tremor
- Cut large wedge into 3 pieces (Note: slice cheese right after taking from the refrigerator to avoid crumbling); store or wrap each piece following the instructions below; when purchasing individual slices remove plastic wrap, re-wrap and store as instructed below
- Before serving allow cheese to come to room temperature (at least one hour)
- Every 10 days to 2 weeks remove one of the individually-wrapped cheese slices; observe and note changes in characteristics and flavor profiles to identify your personal preference

The key to the success of this experiment lies in properly wrapping and storing the cheese.

1. Place each slice of cheese on top of a crumpled paper towel inside an individual plastic or earthenware storage container
2. Place the lid on top of the container, but do not seal it shut tight. Remember, the cheese needs fresh air to breathe. (If no containers are available, loosely wrapping of the individual cheese slices in wax paper with a few perforations is a second option.)
3. Store the cheese in the coolest part of your refrigerator.
4. Return any leftover cheese to the refrigerator after following steps 1-3 above.

Another way to “try this at home” would be to visit your local cheese, gourmet, specialty or grocery store. The display case will have several pre-cut wedges of soft-ripened goat cheese. Look at each piece and check the thickness of the “goeey” (proteolysis) layer. Use the Cypress Grove guidelines to identify cheese that is young, ripe or mature to enjoy that day, or hold in the coldest part of your refrigerator until the cheese ripens to your personal preference.

About [Cypress Grove Chevre \(www.cypressgrovechevre.com\)](http://www.cypressgrovechevre.com)

Cypress Grove Chevre is the leading producer of fine American goat cheese including the top-selling American artisanal classic, Humboldt Fog, which recently won a Gold Medal at the UK’s Guild of Fine Food 2009 World Cheese Awards. Founded in 1983 by Mary Keehn, Cypress Grove continues a tradition of innovation by introducing original American cheeses to the marketplace, such as its newest addition, Truffle Tremor, which in 2009 won first-place honors at the American Cheese Society competition and a coveted soft™ award from the National Association of Specialty Food Retailers (NASFT). Cypress Grove was also awarded Outstanding Product Line at the 2007 Fancy Food Show in New York. Based in Arcata, CA, where the Redwoods meet the Pacific, Cypress Grove’s award-winning family of products can be found at fine retail outlets and restaurants across the country. Cypress Grove Chevre is a leader in its industry and a Founding Member of the newly formed SuperGoat.org, dedicated to spreading the word on Super Goat and her Super Foods and why they’re the “greatest of all time” for you and our planet. For more information, please visit www.SuperGoat.org or contact goat@supergoat.org.