



The Secret Life of Cheese

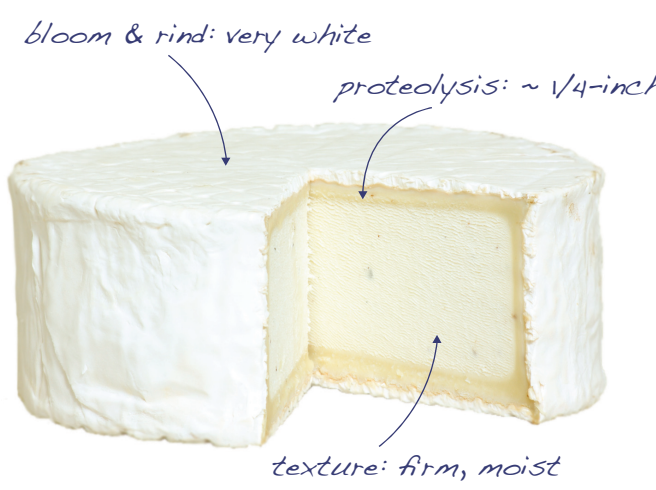
... beautiful and tasty at every stage

Say "Cheese!"

proteolysis: The enzymatic process that breaks down proteins and creates the creamy ridge just under the rind.

lipolysis: The natural breakdown of fats resulting in distinct aromas and flavors.

bloom: The fluffy, white surface that surrounds the rind of soft-ripened cheeses.

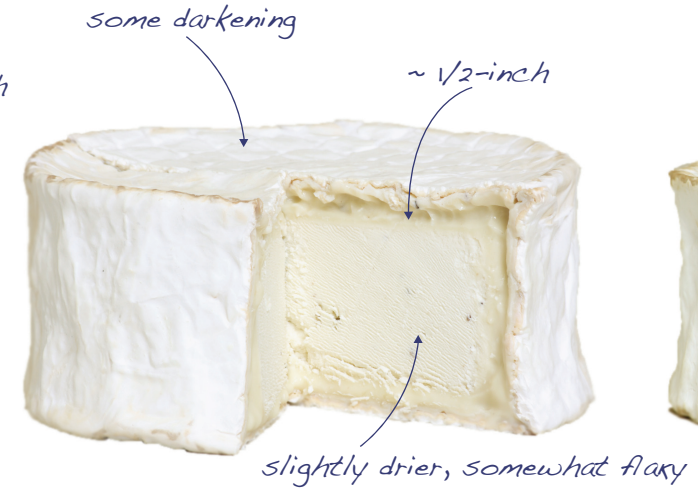


Young Truffle Tremor

Keep an eye on the creamy ridge just under the rind... that's the proteolysis. As soft-ripened or "bloomy rind" cheeses mature, the proteolysis gets wider and more gooey.

Flavor: Mild, evoking cream, buttermilk and truffles

Aroma: Cream and flowers

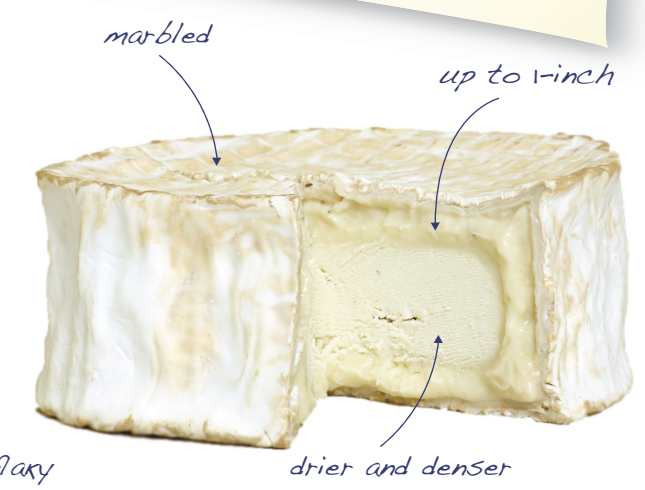


Ripe Truffle Tremor

As the proteolysis widens and becomes more luscious, a process known as lipolysis simultaneously occurs. Lipolysis is responsible for aroma and flavor.

Flavor: Tart, earthier tones

Aroma: Moving toward heavier floral, herb and mushrooms notes



Mature Truffle Tremor

Proteolysis and lipolysis have taken over... Look at all that ooey-gooey goodness!

Flavor: Tangy with herbaceous and earthy tones complementing truffles

Aroma: Hints of ammonia until aired out, then strong herb and rind fragrances