



## **VERMONT CHEESEMAKERS FESTIVAL ANNOUNCES SPECIALTY TOURS FOR CHEESE-LOVERS, INCLUDING TRAVEL FROM NEW YORK AND BOSTON**

### **Tours By Murray's Cheese, Formaggio Kitchen, And Vermont Farm Tours Augment Iconic Artisan Food Experience**

**Burlington, VT – June 21<sup>st</sup>, 2010** – On July 25, close to 100 cheesemakers and other artisan food producers will take part in the second annual Vermont Cheesemakers Festival in Shelburne, VT. Now cheese-lovers can enjoy specialized tours that augment the landmark festival, including travel from New York and Boston.

Hosted by the Vermont Butter & Cheese Creamery and the Vermont Cheese Council, the acclaimed Festival will take place at Shelburne Farms, one of the most stunning settings anywhere, from 10:30 am to 4:30 pm. The event, which is open to the public, attracted 1,300 visitors from across the country last year and sold out one week in advance.

This year's Festival will feature extraordinary specialty tours for cheese-lovers:

- **Murray's Cheese** in New York's Greenwich Village has organized a Vermont Cheese Weekend – July 24-25 – described as follows:

“It's the Ultimate Cheese Weekend. We'll load up the bus early Saturday morning and head to our first stop – the Farmer's Diner in Middlebury, VT. After a hearty brunch of local foods, we'll head to Vermont Butter & Cheese Creamery (VBC) for an exclusive tour. From there, we check into our local three-star hotel, and then we'll be the special guests of VBC at a Festival Kick-off Barbecue at Shelburne Vineyards. After a restful night in Vermont, we'll get to the Festival bright and early Sunday morning, and spend the day meeting and greeting with the 50 cheesemakers, 20 wineries and breweries, and 15 artisan food producers in attendance.” ([www.murrayscheese.com](http://www.murrayscheese.com))

- **Formaggio Kitchen** is offering a Field Trip on July 25 to the Festival from its Cambridge, MA store – described as follows:

“Climb aboard the Formaggio Kitchen bus to lovely Shelburne Farms, VT, for the second annual Vermont Cheesemakers Festival, featuring 50 cheesemakers, 20 wineries and breweries and a host of artisan foodmakers. Your day begins at 6 a.m. with a light breakfast on board the bus. As we make our way north, our cheesemongers will whet your appetite with a presentation on cheesemaking and our favorite domestic cheesemakers. Spend the day relaxing at Shelburne Farms, a beautiful estate that sits right on Lake Champlain, sampling cheese and other artisan foods and meeting many of America’s finest cheesemakers. After all that cheese, we’ll head over to another part of the Shelburne Farms estate for a private barbecue, prepared by our own Formaggio Kitchen grillmaster Eric, who will serve up generous helpings of your favorite barbecued meats and side dishes. Arrive home full and happy with a new appreciation for artisan cheesemaking in America.” ([www.formaggiokitchen.com](http://www.formaggiokitchen.com).)

- **Vermont Farm Tours** will offer five cheese tours throughout Vermont on July 24, the day before the Vermont Cheesemakers Festival: a southern tour based in Manchester, a central tour focused on the Brookfield area, an Addison County tour, a Hardwick-area tour, and a Shelburne-based wine tour – described as follows:

“Most tours will be limited to 11 guests (the Addison County and wine tours can accommodate more). All tours include transportation, a picnic lunch sourced in Vermont, a tasting at each farm or producer, a Vermont Farm Tours tote to fill with cheese, and tour notes that provide contact information and a brief description of each producer. Tours will begin at 9 or 10 am and conclude at 5 or 6 pm. For the central and northern tours, guests are encouraged to dine at Bluebird Tavern in Burlington on Saturday night for a Festival-themed menu. Vermont Farm Tours is also organizing three cheesemaking workshops taught on small farms in Sudbury, Hinesburg, and Charlotte.” ([www.vermontfarmtours.com](http://www.vermontfarmtours.com))

In addition, on Saturday, July 24, the day before the Festival, more than 20 creameries, vineyards, and breweries state-wide will participate in Vermont Artisan Food Open Studio Day. Open Studio Day includes special tours and tastings and gives travelers a great reason to spend a weekend of artisan food discovery in Vermont.

Attendees at this year’s Vermont Cheesemakers Festival will sample more than 100 types of cheese from 50 different cheesemakers, a variety of locally produced wines and beers, and several other artisan foods, including maple syrup, honey, chocolates, baked goods, and more. The Festival will also feature three tasting seminars, a cheesemaking demonstration, and a cooking show. Among the “big cheeses” taking part in this year’s Festival will be:

- **Sean Buchanan**, Celebrity Vermont Chef;
- **Steve Jenkins**, Cheesemonger and author of several books including *The Food Life* and the best-selling *Cheese Primer*;

- **Kate Arding**, Cheesemonger and co-founder of *Culture*, the premier cheese magazine;
- **Janet Fletcher**, Food writer and author of 18 books on food and wine including *The Niman Ranch Cookbook*, *The Cheese Course*, and the *Four Seasons Pasta*;
- **Marc Druart**, Master Cheesemaker at the Vermont Institute for Artisan Cheese;
- **Robin Schempp**, Culinologist and President, Right Stuff Enterprise, Waterbury, VT.

Sean Buchanan will lead a cooking demonstration on new and innovative ways to incorporate cheese and other local products into cooking. Kate Arding and Marc Druart will introduce visitors to the basics of cheesemaking, while Steven Jenkins will lead a panel discussion on the ins and outs of artisan cheesemaking. Janet Fletcher will educate attendees on the best wine and cheese pairings and how to host your own pairings event.

“The Vermont Cheesemakers Festival has become an instant classic, because Vermont’s artisan food industry is so well-established and highly recognized – nationally and internationally,” said Allison Hooper, co-owner of Vermont Butter & Cheese Creamery. “We’re delighted that these tours will provide even more reason for cheese-lovers to savor the occasion.”

“Many of Vermont’s artisan cheesemakers are small businesses,” said Mark Fischer, President of the Vermont Cheese Council. “The Festival offers them a unique opportunity to raise their visibility with cheese-lovers from across the country and to promote Vermont’s leadership in artisan foods at the same time.”

Tickets to the Festival are available at <http://www.vtcheesefest.com/> for \$30 each.

For further information or to attend the Festival, contact: Jennifer Marcus, Goodman Media International, 212.576.2700 x 239 or [jmarcus@goodmanmedia.com](mailto:jmarcus@goodmanmedia.com).

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