

Crave Cheese

News from the Crave Brothers



Greetings from the Crave Family

*“Handcrafted
on our
Dairy Farm
in the Finest
Wisconsin Tradition.”*

Cravings IN EACH ISSUE

*Welcome
Whey to Go!
The Crave Chronicles
Curds of Wisdom*

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We love to stay in touch with family, neighbors, friends and business colleagues, but there never seems to be enough time in our hectic lives for all the personal contacts that we'd like.

Fortunately, technology has given us an array of easy and fast ways to communicate, whether we want to announce big news or share day-to-day items.

Once considered high-tech communication options, cell phones and email are now taken for granted, although we depend on them every day. And just as we check on various websites to stay informed, we constantly update the Crave Brothers website for those who want to learn more about us.

Of course, our website includes this newsletter – it's one of our favorite ways to “talk” to you. As we write about places we've been or post photos of people we've met, we enjoy those experiences all over again.

But we haven't stopped there – we also use two social networking sites to help us stay connected with you.

Be sure to check us out on Facebook. We like Facebook because we can share information, photos and links, and in return get your responses and feedback. It's a great way to keep up with each other.

We're also part of Twitter, the micro-blogging service that's in real time. Twitter is hugely popular as an easy and effective way to stay connected. Tweets can only be up to 140 characters in length, and we have fun writing brief posts that tell you what's going on with us.



What we love about Facebook and Twitter is that they are true networking sites – we can hear from you as easily and quickly as you can hear from us. That exchange of information and ideas motivates and inspires us.

We've come a long way from the over-the-fence chats that our grandparents depended on for information and entertainment. We may be using different technology, but the goal is the same – let's stay in touch!

George Crave, President
Debbie Crave, Vice President
Crave Brothers Farmstead Cheese



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WWW.CRAVECHEESE.COM

Bringing A Chef's Perspective to Crave Brothers Farmstead Cheese



Beth Crave

There's a two-fold benefit to having Beth Crave as our niece. First, she's a talented chef, and who doesn't want a chef in the family? Second, she's a valued culinary resource in our cheesemaking operation.

Beth became part of the Crave family – a big group that is intensely serious about being the best at what we do – when she married our nephew, Karl.

As background, our extended family is vital to the success of our large farm and growing cheesemaking enterprise – both require labor and management 24/7, 365. The four Crave brothers divide and conquer the multitude of management duties: Charles oversees bookkeeping and feeding, Thomas manages machinery and cropping, Mark is in charge of the herd, young stock and milk quality, and George is a licensed cheesemaker managing the cheese factory.

Beyond that, the wives, children and children's spouses are essential to our farm and farmstead cheesemaking operations. And, as with any growth-oriented family business, our family members work side-by-side with a group of dedicated employees.

A graduate of the culinary program at Madison Area Technical College (MATC), Beth is an integral member of the Crave Brothers Farmstead Cheese



Students and faculty from Madison College, Beth's alma mater, tour our cheesemaking plant, sample the cheeses we make, and taste some delicious dishes that Beth prepared.

staff. While George is busy managing the factory and Debbie works on our marketing and public relations, Beth's role as our culinary resource requires her to wear a number of hats, from working in our tasting room to helping out in the cheese plant when needed to serving as a tour guide for visitors.

Importantly, she is involved in our affinage – the French term that refers to the very important process of maturing and ripening each cheese according to its unique characteristics. The affineur, the person in charge of affinage, must know what conditions will bring each cheese to perfection, with precise temperatures, humidity levels and handling techniques, such as rotating the cheese or washing it with special cultures to create the desired flavor and texture.

Working closely with Debbie, Beth enjoys recipe development and testing, and she prepares dishes made with our cheeses to serve to visitors to our cheesemaking operation. Our guests include specialty cheese buyers from supermarket chains, chefs and restaurateurs, food writers and other

media. She's helped us host the U.S. Secretary of Agriculture, a U.S. senator and the governor of Wisconsin. And each year Beth prepares food for culinary students from her alma mater, MATC, when they visit our facilities. For all of our guests, her dishes help transform their tour into a memorable culinary experience.

Beth also capably serves as our food demonstrator and cheese sampler at culinary events across the country, including specialty food shows and supermarket promotions. At events like these, we're always bombarded with questions about our cheeses, how to cook with cheese, how to pair cheese with beer or wine and a million other questions. Beth's culinary background and technical training, her knowledge of our cheeses, and her natural friendliness help us to be a valuable resource to our customers.

Our future plans at Crave Brothers Farmstead Cheese include doing more cheese sampling and demonstrations, and we'd love to someday offer cooking classes. Beth's culinary expertise will be an important part of those plans. 🧀

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Taking Stock – And Enjoying the Memories



We're so busy on our farm and in the cheese plant, time seems to fly by. But we've found that it's useful to pause and take stock occasionally. It's important to take time to appreciate the interesting people we've met, the exciting places we've been, and the hard-won goals we've accomplished. We'd like to share with you some recent memorable experiences, presented here in no particular order.

Striking it Gold: At the World Cheese Awards, one of the world's largest cheese competitions, Crave Brothers Farmstead Classics Mascarpone put us on the world stage by winning a coveted Gold Medal. This contest is quite cosmopolitan, drawing nearly 2,500 cheese entries from 34 countries. From all of those entries, just 140 cheeses won Gold Medals. Mascarpone, a fresh, creamy and sweet cheese of Italian origin, was one of the first varieties of cheese we made. It has won many awards over the years, and we're very pleased to bring this honor home. Did we mention the World Cheese Awards are sponsored by the Guild of Fine Foods, a British organization, and that the event was held in the Canary Islands, off the coast of Spain? From the first moment that we dreamed of a farmstead cheesemaking operation, we set out to make world-class cheese – and we're doing it!

Good Morning, Mr. Secretary: Respect for the environment is a cornerstone of our business, so we were delighted to host a group of journalists from

the prestigious Society of Environmental Journalists (SEJ), when their national conference was held in nearby Madison. We also welcomed some VIPs who were in town for the conference: U.S. Secretary of Agriculture Tom Vilsack, who spoke at the SEJ conference, Nancy Sutley, the chair of the White House Council on Environmental Quality and a top advisor



to President Obama on environmental issues, and Wisconsin Governor Jim Doyle. We were ecologically conscious before it was fashionable, and it was rewarding to demonstrate to national leaders that our family-owned farm is a leader in working green. For us, environmentalism is not a fad or a concept – it's a commitment and a sustainable business model.

Our Cheese in the News: We are delighted that Crave Brothers Farmstead Cheese was recently the subject of an in-depth feature story in Cheese Market News, a premier news source for the cheese and dairy industry. To quote the writer: "The story is of a family that is committed to running a successful, environmentally sustainable business with high-producing cows and high-quality cheese." We work hard each and every day, on the farm, in the cheese plant, at food shows and at special events. This type of editorial exposure to the buyers of specialty cheese is valuable in building awareness of our cheeses. And – we'll be honest here – it's nice to be recognized!

State of the State: We were invited to attend the annual State of the State

address given by Wisconsin Governor Jim Doyle at the State Capitol. Gov. Doyle said that clean energy technology is the future. He recognized a number of businesses that are leaders in this field. About us, he said: "The Crave Brothers Farm represents the future of modern agriculture. Through new technologies, they're using farm waste to generate enough power for 300 homes and finding innovative ways to produce the best cheese in the world while creating clean energy jobs." We were honored to be included in a group of forward-thinking companies. As always, we will continually seek ways to operate our businesses "clean and green."



Mmmmm – Mac & Cheese: To celebrate National Cheese Lovers Day, January 20, the Wisconsin Milk Marketing Board invited 30 top food bloggers to create macaroni and cheese recipes using Wisconsin cheese. WMMB is posting the results on a new recipe blog, with a different dish appearing each day. Some 25 cheeses will be featured, and we're pleased that cheeses from Crave Brothers Farmstead Cheese are part of this fun project. For example, our signature cheese, Les Frères, is featured in a super creamy dish paired with earthy mushrooms and white wine. As the blogger said, "It's comfort food that's a little sophisticated." For a look at the recipes, go to www.30days30waysmacandcheese.com.

Les Frères – a Crave Brothers Farmstead Classics Original



Les Frères (pronounced lay-frair) is our signature artisan cheese – a European-style cheese that we developed to reflect the Crave family’s Irish-French heritage. In fact, Les Frères is French for “the brothers.” It is a rich rind-washed cheese with a buttery texture. We cure it in our custom-built aging cellars for a minimum of three weeks. During this time we wash it with a special brine solution

to develop its unique, complex flavor, which can be described as fruity, tangy and earthy. Although Les Frères has a soft rind, it holds its shape well, and it performs equally well as an ingredient or on a cheese board. Les Frères pairs well with several types of wines, from Rieslings and Pinot Gris to red wines, such as Pinot Noir. For beer drinkers, Les Frères can be partnered with stouts or Belgian-style ales. 🍷

Continued from Page 3.

That’s amore: We recently got a phone call from an Italian woman who moved last year to Seattle. She loves to make tiramisu, and wanted to tell us that Crave Brothers Farmstead Classics Mascarpone is the best – it’s the closest to the brand she used in Italy, and she loves it! We never get tired of hearing consumers, chefs, and other customers tell us they love our cheese. The whole point of our business is satisfying our customers with the highest quality and best-tasting cheese we can create.

Ultimate Cheese Plate: Laura Werlin is a cheese expert and award-winning author of books on cheese, and she often appears on radio and TV talking about her favorite subject. At www.foodandwine.com, she describes the perfect cheese plate – a mix of fresh, aged, soft and hard cheeses, arranged from the lightest and freshest to the ripest and most intense. She says “World-class artisans are making cheese in almost every corner of America,” and names specific cheeses from the US and Europe. Her fresh cheese selections include our very own Crave Brothers Farmstead Classics Fresh Mozzarella, which she describes as “buttery.” Her European choices include a Greek feta and Burrata from Italy. We’re honored to be selected for her ideal cheese plate! 🍷

Farmstead Chicken from Jasper’s, Kansas City

Jasper J Mirabile Jr., Jasper’s Ristorante, 1201 W 103rd Street, Kansas City, MO 64114

8 ounce chicken breasts
1/4 cup butter
Flour for dusting
2 teaspoons marinara sauce, divided
4 slices grilled eggplant
4 Prosciutto di Parma ham slices
1/2 cup chicken stock
1/2 cup Pinot Grigio wine
6 fresh sage leaves
Salt and pepper to taste
4 ounces Crave Brothers Farmstead Classic Les Frères, divided

Cut chicken breast into 4 two ounce medallions, pound thin. In a large skillet, add butter, melt. Dust chicken with flour, add chicken to pan, sauté on each side 3 to 4 minutes. Top each piece



of chicken with 1/2 teaspoon marinara, 1 slice of eggplant and 1 slice of prosciutto. Add chicken stock, wine and sage leaves. Cover and simmer until liquid is reduced to about 1/2 cup. Season with salt and pepper. Place slice of Les Frères cheese on each piece of chicken, place lid on pan, cook 1-2 additional minutes and serve immediately. **YIELD: 4 servings**

Chef and restaurateur Jasper Mirabile, Jr. is passionate about serving great food that honors his Italian ancestry while also offering updated tastes and reflecting his personal culinary style. His award-winning restaurant Jasper’s has been a Kansas City landmark since his father founded it in 1954. The restaurant’s location has changed over the years, but not the family-owned pride and insistence on the very best ingredients. Mirabile is an avid traveler who has traveled throughout Italy to savor the cuisine and wine. When he buys ingredients for Jasper’s, he

searches for foods that reflect the authentic Italian flavors he loves. His original recipe, Farmstead Chicken, calls for several classic Italian ingredients – marinara sauce, eggplant, Prosciutto di Parma ham, fresh sage and Pinot Grigio wine. His cheese of choice? Crave Brothers Farmstead Classics Les Frères, hand-crafted in our family-owned farmstead cheese plant located near Waterloo, Wisconsin. The recipe is deceptively simple – although it can be prepared in less than an hour, the final dish satisfies with complex and full flavors. Buon appetito! 🍷

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