

Crave Cheese

News from the Crave Brothers



Enjoy A Sense of Our Place

*“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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A word that many wine lovers know is *terroir* -- a French term that has no exact translation in English. It traditionally refers to the set of local conditions in which grapes are grown – the soil, the topography, the climate and exposure to sun and wind. These conditions are important because they influence the flavors of the wine made from the grapes, providing a distinctive identity that is specific to a region and even to a single valley or hillside.

Terroir also refers to a sense of place, reflecting all the local conditions that influence a crop, whether that crop is grapes that become wine, leaves that become tea, or cocoa beans that become chocolate.

We understand terroir, because we know first-hand that the milk from our Holsteins, the *only* milk we used in our Farmstead Classic Cheeses, is the result of the unique combination of land, water and weather on our farm.

The land: Our cows thrive on the high-quality forages made from corn, alfalfa and soybeans that are planted and harvested by our own family in our own fields. We raise our crops using sustainable methods such as minimum tillage and crop rotation. And we fertilize our cropland with recycled nutrients from our state-of-the-art manure digester.

The water: Wisconsin is known for its rich water resources. A plentiful supply of fresh, pure water is a critical ingredient of quality milk, and quality milk is required to produce quality cheeses.

The weather: Wisconsin winters are cold and snowy, and a typical summer is hot and humid. Both seasons are important to the life cycle of our crops,



and in between those two extremes are lovely months of exceptional growing conditions that foster the food that we grow for our herd. In any season, we work in harmony with the land.

All these elements combine to define our crops and, subsequently, our high-quality milk. Because our milk is piped directly to our cheese factory, and used within hours, the singular essence of our location is captured in our incredibly flavorful farmstead cheeses.

We invite you to sample our cheeses to experience our unique sense of place. One bite will transport you to the rich agricultural lands of rural Wisconsin, and to Crave Brothers Farmstead Cheese. Happy Thanksgiving! 🍷

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



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George & Debbie Say Cheese at The Savory Spoon Cooking School



George and Debbie with daughter Roseanne joined forces with Chef/Instructor Janice Thomas to teach a class that included the chance to cook with and taste Crave Brothers Farmstead Classics Cheese.

We were delighted to be invited to teach a class called “Just Say Cheese” at the Savory Spoon Cooking School and Marketplace, owned by Michael and Janice Thomas and located in Door County, Wisconsin, an area known for its quaint villages and spectacular Lake Michigan shoreline. We demonstrated two recipes – Lemon Mascarpone Tarts and Les Frères Mushroom Bake – and then George showed the students how to stretch Fresh Mozzarella curd, and everybody made their own Fresh Mozzarella balls. Lastly, Janice, who is the chef/instructor, demonstrated how to prepare Fennel, Potato and Les Frères Gratin, Sirloin with Blue Cheese and Mascarpone, and Pears in Mascarpone Custard. The class was a hit with both the instructors and the students! Savory Spoon Cooking School occupies the former school house in the town of Ellison Bay. The former two-room school was built in 1879 and restored in 2005. It is outfitted with the finest cooking equipment and culinary tools. The Marketplace offers over 50 types of Wisconsin artisan cheeses. 🇺🇸

Curds of Wisdom: Fall Vegetables & Les Frères: A Partnership To Please The Tastebuds

Along with the cooler temperatures and the shorter hours of autumn comes the desire for savory meals and fuller flavors. That natural hunger presents an opportunity to cook with seasonal vegetables and pair them with premium cheeses and artisan breads.

Crave Brothers Farmstead Classics Les Frères cheese is an ideal choice to add savory richness to mushrooms and seasonal vegetables such as root vegetables, squash and potatoes. The earthy flavor notes of Les Frères lend a satisfying quality to the vegetables, and also complement whole-grain breads. This partnership can be presented as simply as a plate of sliced or chunked Les Frères served with crusty bread and pickles, or it can be presented in this hearty Les Frères-Mushroom Bake. This packed-with-flavor blend of three kinds of mushrooms, red wine, thyme, shallots, seasonings, butter – and, of course, Les Frères – tastes great on slices of a baguette. It is satisfying and substantial, but not heavy. In short, it's perfect for fall.

Crave Brothers Les Frères-Mushroom Bake
1 ounce dried porcini mushrooms
1 cup dry port wine

3 Tablespoons butter
8 ounces crimini mushrooms, sliced
8 ounces shiitake mushrooms, sliced
1 large shallot, minced
2 teaspoons fresh thyme, chopped
1 Les Frères wheel (about 2-3 pounds)
Salt & Pepper to taste
1 baguette, cut into ¼ inch thick slices

1. Place porcini mushrooms and wine in small saucepan. Bring to a simmer over low heat; remove from heat. Let soak until soft, about 20 minutes. Using slotted spoon, transfer porcini mushrooms to work surface and coarsely chop.
2. Melt butter in a heavy large skillet over medium-high heat. Add crimini and shiitake mushrooms. Sprinkle with salt and pepper and cook until brown, stirring occasionally, about 8-10 minutes. Add shallot and stir until soft, about 2 minutes. Add chopped porcini mushrooms and wine. Boil until almost dry, about 2-3 minutes. Stir in thyme. Season to taste with salt and pepper.
3. Remove Les Frères from paper, using a sharp knife, cut top rind from Les Frères; discard. Place Les Frères on an oven safe plate that has a fluted edge. Mound mushroom mixture on top of Les Frères.
4. Preheat oven to 400 degrees F. Bake until cheese begins to melt and mushrooms are warmed through, about 10-15 minutes. Serve with baguette slices. 🇺🇸

Crave Family Fair Results

The Wisconsin State Fair and the Dodge County Fair are important events for our entire family. National and international cheese contests are important, but we also enjoy our state and county fair competitions. At this year's County Fair, our Mascarpone got Best of Show, and our Rope Cheese was the next highest. The kids in our extended family also look forward to the fairs all year long, as a time when they can demonstrate the skills they are learning. Our daughter Roseanne entered 10 different categories in this year's flower judging, and walked away with blue ribbons, red ribbons and a merit

award. Roseanne also received a merit award in the foods competition for her delicious Lemon Mascarpone Tart! And finally, we took top honors at the Wisconsin State Fair Cheese and Butter Contest, and once again our Mascarpone was the star. We're proud that our expertise in making Mascarpone is being recognized. Creamy, fresh Mascarpone is one of the most versatile cheeses around. It is widely used in dessert recipes, is great for making dips and spreads, and can be used to add a rich, flavorful quality to savory dishes – from risotto and pasta dishes to stews and sauces. 🇺🇸

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Tour de Cheese



Editors in our tasting room.

We love to talk about our cheeses and showcase them in delicious recipes, so we are really in our element when we welcome groups of foodies to our farm and cheese factory.

Recently the Wisconsin Milk Marketing Board selected Crave Brothers Farmstead Cheese as a featured stop on a three-day tour of the Wisconsin cheese and dairy industry for food writers. The goal of the trip was to give these important guests the opportunity to view the farming and cheesemaking process first-hand, and to let them talk directly with the cheesemakers,

The 20 guests were people who love food and love to write about it, including freelance writers, newspaper and magazine editors, and bloggers. Some of the writers were also chefs.

When the tour bus pulled onto our farm, we were there to welcome them for a tour of our farm and the cheesemaking facility. Then we all went into our tasting room for dinner, with a specially created menu based on a Fall Harvest Dinner theme. Top billing went to five of our artisan cheeses.

Appetizers: We created four appetizers: The first was a Les Frères

Mushroom Bake with crusty bread. We also served a simply beautiful presentation of Fresh Mozzarella Medallions, Perline and Marinated Ciliegine with Fresh Tomatoes and Basil. Next came a creamy Mascarpone Mushroom Soup; and finally a flavorful Cheese Board that featured Les Freres, Petit Frère, and Farmer's Rope Strong Cheese.

Entrée: The main course was Pan-Seared Duck Breast in Wisconsin Cherries, Crispy Duck Confit Cake, Butternut Squash Puree, Wilted Broccoli Rabe and Natural Sauce.

Dessert: As a sumptuous final course, we served a Trio of Mascarpone Desserts: Chocolate Mascarpone Pie, Lemon Mascarpone Tart, and Mascarpone Gelato.

The writers shared their experiences with readers in articles and blogs, and were generous with their compliments: "Fabulous," said one, while another simply said, "We feasted." Another claimed that George looked like the legendary rock star, Sting.

We enjoyed spending an evening with these food-loving, cheese-loving guests who came to learn, and who savored the creative dishes we made with our hand-crafted cheeses. 🍷

PBS says

Crave Brothers Farmstead Cheese Is "All in the Family"

We were featured on national television news recently when the Public Broadcasting System (PBS) came to our farm to do a segment for their "All In The Family" series on the Nightly Business Report. PBS says that four of every five American companies are family owned, so we were a good fit for them. When PBS Correspondent Diane Eastbrook visited our farm, she wanted to see it all – she interviewed members of our family in the barn, out in the fields and in the cheese factory. Her conclusion: Crave Brothers Farm is finding success with a combination of innovation, forward thinking and teamwork among our family members. 🍷

Crave Farmstead Cheese on Wisconsin Public Radio

Recently Wisconsin Public Radio personality Larry Meillor, who has a popular interview and call-in show, invited George to be his guest. The interview started with a discussion about our cheese recipe contest; George explained how our contest was run and judged, and talked about the creative and tasty winning recipes. Soon, however, callers from across the state were pelting George with all kinds of questions – about how he became a cheesemaker, how cheese is made, how to pair cheese with food, and how to find a particular kind of cheese. It was a lively and fun conversation that helped educate a lot of people about our farmstead cheese factory, and about our dairy farm. 🍷

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Local Cheese, Local Recipes



The prize-winning Chocolate-Espresso Truffle Cupcakes with Mocha Mascarpone Frosting combine cheese, chocolate and coffee – what could be better?!

One thing we'll always remember about the summer of 2010 was the fun we had staging our first-ever local recipe contest. We created the contest to reveal how cooks and bakers in our area use our cheeses in their prized recipes, and to celebrate the bounty of local products – including Crave Brothers Farmstead Cheese.

The contest rules were simple: All entries had to use one or more varieties of Crave Brothers Farmstead Classics in four categories – Appetizer, Salad, Main Dish/Side Dish, and Dessert.

While the population of our area isn't large (Waterloo has a population of 3,500), we were happy to see the creativity that was evident in the entries. We narrowed down the submissions to a dozen finalists, which were then evaluated by a panel of local celebrity judges at the Waterloo Farmer's Market. It was a tough but tasty process for the judges to taste their way to a decision on the winners.

The Dessert category winner and overall Grand Prize Winner was Donna DeVries, who created an amazing and sensuous **Chocolate-Espresso Truffle Cupcakes iced with Mocha Mascarpone Frosting**. We've always loved cupcakes, and now cupcake shops are popping up around the country. Once you bake this award-winning, Italian-in-

spired cupcake, though, you'll be spoiled for anything else.

The Appetizer category winner was **Bearded Fella Soficella**, which was the entry of Jim Gage, who is indeed bearded. This colorful appetizer, which can also be served as a salad, consists of a trio of flavorful summer salsas served on a bed of fresh tomatoes and an 8-oz. ball of Crave Brothers Farmstead Classics Fresh Mozzarella. (In Italy, an 8-oz. Fresh Mozzarella balls is called a "soficella.") This is a wonderful way to savor your supply of garden-fresh tomatoes.

The Main Dish/Side Dish category award went to Linda Whitley for her **Summer Squash Casserole**, which is made with Crave Brothers Farmstead Classics Petit Frère and summer squash (zucchini can also be used). This is a super-delicious dish that is also super-easy – it calls for just a few ingredients that are probably already on your pantry shelf, and it can be made and baked in a single dish.

Prizes included a gift basket of Crave Brother's cheeses and a gift certificate to a popular restaurant in Madison, Delaney's Charcoal Steaks, which features Crave Brothers cheeses on the menu. The Grand Prize winning cupcake recipe follows; you can get the other recipes on our website, www.cravecheese.com; just click on "recipes."

Chocolate-Espresso Truffle Cupcakes with Mocha Mascarpone Frosting

Cake

2 cups cake flour
3/4 cup natural unsweetened cocoa powder
1 1/2 tsp baking soda
3/4 tsp salt
3/4 cup (1-1/2 sticks) unsalted butter, room temperature
2 cups (packed) golden brown sugar
3 large eggs
1 1/2 tsp vanilla extract
1 cup buttermilk
6 tsp instant espresso powder dissolved in 3/4 cup hot water

Ganache truffles - prepare ahead of time

8 oz semi-sweet chocolate
3/4 cup heavy cream
1 tsp. vanilla
1 Tbsp. honey

Frosting

1/3 cup natural unsweetened cocoa powder
2 Tbsp instant espresso powder
1 1/2 cups chilled heavy whipping cream, divided
3/4 cup sugar
2 containers (8 oz. each) chilled Crave Brothers Farmstead Classics- Mascarpone Cheese
Chocolate-covered espresso beans (optional)

Directions

Ganache truffles - prepare ahead of time

Chop chocolate into approx. 1/4" chunks, place into heat-safe bowl. Boil cream; do not let it boil over. Pour hot cream over chocolate chunks. Add vanilla and honey. Let stand approx. 5 minutes. Place whisk in center of bowl, stir gently. As ganache begins to come together, gently whisk until combined and glossy. Cool. Once cooled use 2 small spoons to portion out enough ganache to roll into a ball approximately 3/8" in size. Roll truffle in cocoa powder if desired. Place truffles in freezer upon completion.

Cake

Position rack in center of oven; preheat to 350°F. Line cupcake pan with baking cups. In medium bowl, sift first four ingredients. In a large bowl, beat butter using electric mixer until smooth. Add brown sugar, beat until well blended, about 2 minutes. Add eggs 1 at a time, beating well after each addition. Mix in vanilla. Add flour mixture in 3 additions alternately with buttermilk, beat just until blended after each addition. Gradually add espresso mixture, beat just until smooth. Fill cups 2/3 full. Bake for 22-25 minutes. Remove from oven, let stand for 5 minutes, then remove from pan and cool completely on a wire rack.

Frosting

In a large bowl, sift cocoa powder; add espresso powder. In a small saucepan bring 1 cup cream to boil. Slowly pour cream over cocoa mixture, whisking until cocoa is completely dissolved, about 1 minute. Add remaining 1/2 cup cream and sugar; stir until sugar dissolves. Chill until cold, at least 2 hours. DO AHEAD Can be made 1 day ahead. Cover; keep chilled. Add mascarpone to chilled cocoa mixture. Using electric mixer, beat on low speed until blended and smooth. Increase speed to medium-high; beat until mixture is thick and medium-firm peaks form when beaters are lifted, about 2 minutes (do not overbeat or mixture will curdle.)

Assembly

Remove truffles from freezer, gently insert one into each espresso cupcake. Pipe Mascarpone frosting on top and add Espresso Bean garnish. Refrigerate until ready to serve, remove 5 minutes prior to serving. Enjoy!

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