

Crave Cheese

News from the Crave Brothers



Our Not-So-Secret Ingredient for Great Cheese

It's a fact: Great cheese starts with great milk.

There are several breeds of dairy cows, but we prefer one breed above all others to obtain a plentiful supply of fresh, pure milk. Our partner in cheesemaking is the Holstein.

You know the Holstein – it's the spotted black-and-white cow that represents the dairy cow in everything from kids' toys and storybooks to fine art and greeting cards.

There's something sweetly appealing about Holsteins, but don't let those big brown eyes fool you – they are the world's highest production dairy animals, and are known for their quality milk. That's why 9 out of 10 US dairy producers milk Holsteins.

Another benefit: Holsteins thrive in a wide range of environmental conditions. Here in Wisconsin, that's an important trait – our winter temperatures drop below zero, while summers tend to be hot and humid.

Holsteins are also called Holstein-Friesian. Some think that the breed is from Holstein, Germany, but it actually originated centuries ago in the area that's now The Netherlands, in that country's Friesland province. The European cows are known as Friesian; in the US, they are called Holsteins.

We pamper our Holsteins: They get fresh bedding daily and individualized care. We pasture them to make sure they have plenty of fresh air and exercise. We give them lots of fresh water, and feed them homegrown, high-quality forages of corn, alfalfa and soybeans – that's gourmet food for cows. In return, our herd of 1000 Holsteins is highly productive, giving us an abundance of wholesome milk every single day.



Thanks to our excellent herd of Crave dairy farm Holsteins and the special care we give them, we have superior quality milk. And because the Crave Brothers Farmstead Cheese plant sits just a few hundred feet from where the cows are milked, and the milk is quickly pumped to the cheesemaking vats, we know that our milk is as fresh and pure as possible.

With great milk from our farm, and with the skill and artistry of our cheesemakers, Crave Brothers Farmstead Cheese is among the finest anywhere. We invite you to have a taste!

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



*“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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Cheese, It's Good to Meet You: Chef Olivier Andreini, Certified Master Chef



**Chef Olivier Andreini,
Certified Master Chef**

Our dairy farm and cheesemaking operation get a lot of visitors. In just the past year, for example, we've welcomed the US Secretary of Agriculture Tom Vilsack and Wisconsin Governor Jim Doyle, culinary students and celebrity chefs, and food writers and environmental journalists, as well as fellow dairy farmers and cheesemakers. It is our privilege to host these guests. From time to time, we'll tell you about some of our visitors, so you can get to know them, too.

Just as an increasing number of consumers want to know where their food comes from, chefs also want to know where and how it is produced, handled, packaged and shipped. Touring operations like ours educates and inspires chefs, and we appreciate the opportunity to hear their creative ideas for cooking, baking and serving our cheeses.

During a recent tour by a group of chefs, we met Chef Olivier Andreini, a Certified Master Chef (more on that later). He was born in Switzerland and completed his culinary apprenticeship there. Chef Andreini's extensive experience includes ten years as a professor in the culinary arts at the Culinary Institute of America in Hyde Park, New York. Currently he is Executive Chef at the Merion Cricket Club in Haverford, Pennsylvania. The private club, founded in 1865, is known for its seasonal cricket and croquet events, and also has courts for tennis, paddle tennis and squash. Chef Andreini and his staff produce food and beverage offerings for the club's dining rooms, and for a busy schedule of events, including sporting events, corporate meetings, and social events such as weddings and parties.

As a Certified Master Chef, Chef Andreini has achieved the highest level of professional classification in American culinary arts. The certification is awarded by The American Culinary Federation (ACF), the premier North American professional organization for culinarians, offering educational resources, training, apprenticeship and accreditation. The CMC certification is granted only after the candidate has passed a rigorous and comprehensive eight-day test of culinary skills and knowledge. Of more than 22,000 ACF members, just 61 chefs have attained CMC status.

In 2009, Chef Andreini was approved to join the ACF culinary judge program, which provides a pool of judges for culinary competitions. This appointment confirms that a chef has the highest level of professionalism, and the trust, respect and ethical confidence

Mark Your Calendar



November 9, 2010: Debbie Crave will be the keynote speaker at the Women in Dairy 2010 conference in Camp Hill, Pennsylvania. This special event is planned by the Penn State Cooperative Extension. This will be the group's fourth conference, and the agenda is planned by and for women in the dairy industry – a mix of producers, industry members and university professionals. Debbie will discuss her two decades in dairy marketing, describe the Crave Brothers dairy farm, and share the story of how Crave Brothers Farmstead Cheese was developed from an idea into an international award-winning artisan cheesemaking enterprise. Other topics at the one-day conference include sessions on farm safety, animal well-being, milk quality, SOPs, social media, and employee communications. 🇺🇸

of his peers. Chefs must be ACF members; have won three gold medals in culinary competitions in the last 10 years; be approved for training by the Culinary Competition Committee chair; and hold other specific certifications. As an ACF-approved culinary judge, Chef Andreini now travels throughout the country to judge competitions.

During Chef Andreini's visit, we learned that he uses Crave Brothers Farmstead Petit Frère. Petit Frère and its "big brother," Les Frères, are special to us, because they were our first original cheese creations. Developed and hand-crafted in the old-world European tradition to reflect the Crave family's Irish-French heritage, they are rich, rind washed cheeses with a distinctively earthy, fruity flavor. We are delighted that Chef Andreini serves Petit Frère to his guests. 🇺🇸

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We're In the News: A Quality Work Force – From College to Apprenticeships



Featured in USA Today: Our son, Brian, a high school junior, is an apprentice on our family farm. This alternative to college requires that he be mentored by experienced professionals as he masters a variety of skills.

So that our business runs smoothly, we allocate the management responsibilities to various family members: Charles is in charge of bookkeeping and feeding, Thomas directs crop production and maintenance, Mark is herd manager and is in charge of personnel, and George manages the cheese factory.

The underlying principle is that we take advantage of each person's talents and skills. Because of that, we were proud when our sons Patrick and Brian were recently featured in a story in USA Today newspaper, with a color photo of Brian as he worked on our family farm with one of our prized Holstein cows.

The article – “What if a College Education Just Isn't For Everyone?” – said that while college is often seen as an automatic step after high school, college isn't for everyone, and some rewarding careers don't require a four-year degree.

The article used our family as an example, noting that our sons Patrick and Brian are taking different but equally sound paths to prepare for their careers.

Patrick is a junior at the University of Wisconsin-Madison, where he studies dairy science. Brian, who attends the local high school, is in the Wisconsin Youth Apprentice Program, which provides a structured way for students to explore careers that can be entered by means other than college. While working afternoons on our farm under the guidance of experienced mentors, Brian is making his way through a checklist of industry skills developed by state agricultural leaders. He attends academic classes at the high school each morning, and must maintain his grades to stay eligible for the apprenticeship program.

In our business, like many others, the key to success is having the right people in the right job, whether they come from a university, a technical college or an apprenticeship program. Planting and harvesting quality crops, producing quality milk, and hand-crafting quality cheese – all require a knowledgeable, dedicated work force. Each task is important, and each person is indispensable. 🇺🇸

Petit Frère Stars on An All-American Cheese Plate

Our Crave Brothers Farmstead Cheese Petit Frère, mentioned in the article on Certified Master Chef Olivier Andreini (see page 2) also made news on Dineandcook.com, a food lovers website.

Writer Marcella Wright created an “All-American Summer Cheese Plate” comprised of original cheeses from across the country – including our own Petit Frère. In her article, she described Petit Frère as “a hand-washed rind, soft-ripened, farmstead cheese from Wisconsin's Crave Brothers,” and said it “spreads beautifully on warm, freshly baked French baguette.” She put a little dollop of Dalmatian Fig Spread atop the cheese to add a bit of sweetness. Her article describing the cheese plate selections, and the wines she partnered with the cheeses, appeared on the website on June 14. Wright, a true cheese aficionado, is cheese steward for Fred Meyer supermarkets in Portland, Oregon, and a member of the American Cheese Society.

Her cheese plate, which featured four selections, followed the principle that cheese plates should first feature milder cheeses, with the selection becoming more pronounced in flavor and ending with a strong, full-flavored cheese – usually a blue. She used a younger Petit Frère as the second cheese on her plate, but noted that as it ages and becomes stronger tasting, it should be served just before the blue cheese.

Wright also noted that “In addition to making great cheeses, the Crave Brothers practice sustainable farming turning their manure into energy and other products used on the farm.” It has always been important to us to live and work in harmony with the land, and clearly it is important to many people who love good food and wine. 🇺🇸

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Easy Caprese: 5 Simple Ideas for Creative Summer Salads



Our family has a few rules about cooking in the summertime: We want dishes that are quick and easy to make – no standing over a hot stove. We want lighter meals, but they must be packed with flavor. And we want to take full advantage of the seasonal bounty from our garden or the local farmers market.

One dish meets all of our requirements: Caprese Salad – created in Italy, and loved the world over. And the best part is, a novice cook can make a classic Caprese salad that tastes as good as one made by an expert chef.

The basic, classic version of this dish calls for just five ingredients: Fresh Mozzarella Cheese (from our own farm, of course!), fresh tomatoes, olive oil, salt and fresh basil. Did we mention fresh?

Some traditional Caprese Salad recipes call for other ingredients such as balsamic vinegar, freshly ground pepper and pine nuts. And updated recipes use an array of ingredients, such as pasta, fresh vegetables, and other fresh herbs.

We say, follow your taste buds. Sometimes the most basic version is just right. But maybe you have another

great ingredient on hand that you want to use. Maybe you want a heartier dish, or maybe you just want something different. In those cases, Caprese Salad can be your springboard to any number of creative dishes.

A final note: Take just a little time to present your Caprese Salad creatively. Chefs know that “we eat first with our eyes,” and some of their techniques for creating beautiful dishes look hard, but are actually easy to do.

1. Slice It Up: Rustic: Alternate hearty slices of Fresh Mozzarella with equally thick slices of tomatoes on a platter. Elegant: Cut thin slices of Fresh Mozzarella cut from an Ovolone, and alternate with thin tomato slices. Composed: Serve like a Cobb salad, with each ingredient in a straight or diagonal line across the plate. In any case, drizzle the salad with olive oil, sprinkle with salt and freshly ground pepper, and add basil, with the leaves whole, chopped, or torn into small pieces.

2. Skewer Away: These are fun! Use Ciliegine or Bocconini balls and alternate on a wooden skewer with cherry tomatoes and a basil leaf. The Fresh Mozzarella, tomatoes and basil can each be left whole or cut in half. Serve the skewers as a garnish alongside an entrée of grilled meat, fish or pasta. Or, showcase the skewers on a buffet: Artfully arrange them on a large platter, or put them in a martini glass.

3. Go Bite-Size: For finger food, slice the tops off cherry tomatoes. With a melon baller, carefully remove the seeds and then turn the tomatoes upside down to drain. Cut a very thin slice off the tomato bottoms, to make a stable base. Cut Fresh Mozzarella into cubes, and stuff the cubes into the tomatoes. Sprinkle with olive oil, salt and pepper, and garnish with thin strips of fresh basil leaves.

4. Sandwich It: Start with hearty Italian buns or bread. Sprinkle with olive oil or balsamic vinegar, and add

a smear of flavorful pesto. Layer on slices of creamy Fresh Mozzarella and fresh tomatoes, and top with another drizzle of olive oil, salt and freshly ground pepper, and basil leaves. Serve open-faced or top with another slice of bread for a delicious Easy Caprese Salad Sandwich.

5. Mix It Up: Toss Fresh Mozzarella Ciliegine or Bocconini balls, or cubes of Fresh Mozzarella, with tomatoes similar in size to the cheese. For variety, use heirloom cherry tomatoes, grape tomatoes or tear-drop tomatoes. Sprinkle with basil leaves and olive oil and, if desired, add balsamic vinegar, a bit of honey, Italian seasoning, or pine nuts. Keep going: add onions, al dente pasta or even bite-size chunks torn off a loaf of hearty Italian bread. 🍴



Crave Brothers Farmstead Classics Fresh Mozzarella

Our farmstead Fresh Mozzarella is a fresh, milky cheese with a mild flavor and creamy texture. We pack in the traditional manner – in water – to keep it fresh. We hand-craft our Fresh Mozzarella in a variety of sizes and styles.

**Retail and Food Service Offerings –
Perline** (pearl-sized)

Ciliegine (cherry-size balls)

Marinated Ciliegine

(in an oil and herb marinade)

Bocconcini (small balls of about 1.5 ounces)

Ovoline (4-ounce egg-sized ball)

Medallions (pre-sliced portions)

Balls (8-ounce)

Balls (1-pound)

Logs (1-pound)

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