

Crave Cheese

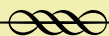
News from the Crave Brothers



Sustaining Our Love of Farming, Dairy, Cheese and the Earth

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

Cravings IN EACH ISSUE



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

Follow us on Twitter:
@CraveBrosCheese



Find us on Facebook.



Summer was a season of growth for us and we're looking forward to all that autumn brings. We've made new friends, gathered a growing number of awards for our cheeses, and branched out with a new series of ads that promote our traditional handcrafted artisan cheeses.

At Crave Brothers Farmstead Cheese we're green as well as growing. We have solidified our commitment to sustainability, and proudly display our new green logo on our website and elsewhere. We know our customers appreciate the fact that we use 100% green power, and practice water conservation and recycling. Our commitment is evident in our land management practices and in the way we care for our cows. We're a carbon-negative company, too, which means we produce more power with our bio digester than we use for our dairy farm and cheese plant.

Crave Brothers Farmstead Classics cheeses not only taste good, we hope they make you feel good about your choice, too. When you choose Crave Brothers Cheese, you are supporting locally owned and operated family farms. Our cheese is made from our farm-fresh milk, produced on a state-of-the-art farm with sustainability practices that help preserve the environment for future generations.

Now that you know a little more about our business practices, we hope you'll join us in the quest for sustainability. We invite you to reuse



and recycle our packaging. Most of all, though, we invite you to enjoy our cheese. 🧀

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



You're seeing it here first! Our new green logo will soon be appearing on cheese packages.

Creative Cooks Meet Crave Brothers Cheeses: Second Annual Recipe Contest



We're always on the lookout for great ideas featuring our cheeses, and this year's contestants in the Second Annual Crave Brothers Recipe Contest really came through with creative ideas. The top three winners in each of four categories—appetizers, salads, main/side dishes and desserts—were invited to prepare their specialties at the Waterloo Farmer's Market in Wisconsin on August 11. A panel of local celebrity judges had the delicious job of sampling all the recipes. Contest prizes included cheese gift baskets and gift cards to area restaurants.

- Grand Prize Winner Deb Dunstan of Deerfield, Wisconsin, was awarded top honors in the Second Annual Crave Brothers Farmstead Cheeses Recipe Contest for her dessert recipe, Summer Strawberry Delight. The recipe also won in the Dessert category. Deb Dunstan tells us that her cake was inspired by a friend's strawberry bread recipe. The summery specialty features freshly picked local strawberries and Crave



Brothers Mascarpone cheese swirled into the cake batter. You can find her recipe on our website.

If you're not already hungry, wait until you check out the other winning recipe ideas:

- First Place, Appetizers: Randy Hughes of Waterloo, Wisconsin, created the attractive winner in the Appetizer category—Fresh Mozzarella with Balsamic Drizzle and Walnuts. The stacked ingredients include sliced medium balls of Crave Brothers Fresh Mozzarella and sliced tomatoes, drizzled with balsamic reduction sauce and topped with fresh basil, dried cranberries and candied walnuts.

- First Place, Side Dishes: Rick Karlin of Chicago took top honors with Spinach Artichoke Mashed Potatoes. The recipe evolved out of a Christmas Day improvisation, stirring leftover Spinach and Artichoke Dip from Christmas Eve into Yukon Gold Mashed Potatoes. The cheese-rich dip recipe combines Crave Brothers Mascarpone and Crave Brothers Les Frères cheeses.

- First Place, Main Dishes: Linda Jennissen of Brooten, Minnesota, won the Main Dish category with her Farmers Rope of Pearls Pizza. Crave Brothers Farmer's Rope-Part Skim Mozzarella was incorporated into the edge of the unbaked pizza dough, and toppings included Crave Brothers Fresh Mozzarella Perlines ("pearls"). 🍕



Crave Brothers Farmstead Cheeses Earn Eight More Awards

We're always honored when our cheeses earn recognition in prestigious competitions. These are some of our latest awards:

2011 Wisconsin State Fair

At the Wisconsin State Fair 2011 Cheese & Butter Contest, Crave Brothers Farmstead Cheeses were among the winners:

- 1st Place: Crave Brothers Mascarpone took first prize in the Soft & Spreadable Cheese Category.
- 2nd Place: Crave Brothers Marinated Fresh Mozzarella in the Flavored Soft Cheese Category.
- 2nd Place: Crave Brothers Petit Frère® in the Smear-Ripened Cheese Category.
- 3rd Place: Crave Brothers Farmer's Rope in the String Cheese category.

2011 American Cheese Society Conference and Competition

The 2011 competition was held during the 29th Annual American Cheese Society Conference in Montreal. This year, a record number of 1,676 entries competed for awards. In all, cheese and cultured milk products were submitted from 258 companies in the U.S. and Canada. Crave Brothers Farmstead Classics were recognized for excellence in the following categories:

- 1st Place: Crave Brothers Farmstead Cheese, in the Mascarpone —Made from Cow's Milk category.
- 3rd Place: Crave Brothers Petit Frère® Reserve in the Farmstead Cheeses category.

2011 World Dairy Expo

- 1st Place: Crave Brothers Mascarpone.

2011 Dodge County Fair, Wisconsin

- 1st Place: Crave Brothers Mascarpone.

Also at the Dodge County Fair, "Penny," the fall calf, placed First for Roseanne Crave; Penny also was named Champion of the Heifer Show.

Meanwhile, Roseanne's Tuxedo Mascarpone Dessert won First Place and received a Special Merit Award. 🍌

Crave Brothers Farmstead Cheese, LLC.

W11555 Torpy Road • Waterloo, WI 53594-9652 • Phone: 920-478-4887 • Fax: 920-478-4888

Debbie Crave • Vice President • debbie@cravecheese.com

www.cravecheese.com

Congratulations to the Graduates!



Patrick waves U.S. flag in Ireland on July 4.

We're happy to announce that **Patrick Crave** recently graduated from the University of Wisconsin—Madison, with a BS in Dairy Science. After graduation, he traveled to Northern Ireland in June to work on a dairy farm there with people who have worked on the Crave family farm in Wisconsin. From Ireland, he headed to Bavaria to visit a farm family who have also worked on the Crave farm in Wisconsin. He then went on to Italy to visit another family. **George Crave** also traveled to Ireland in June to reconnect with the family Patrick was visiting.

Brian Crave, who graduated from high school this past spring, is now working at the Crave Brothers Farm with his uncles. He's learning different aspects of the business. 🇺🇸

Craves in the Community: Industry Involvement

Debbie Crave is one of eight people recently elected to serve on the Executive Committee of the World Dairy Expo's Board of Directors. She's the new First Vice President. Debbie Crave is the only woman on the executive

committee, and one of three women currently serving on the board. Established in 1970, the board is composed of dairy business professionals and producers representing numerous industry organizations. 🇺🇸

Craves in the Classroom



Roseann demonstrates Tuxedo Mascarpone.

George and Debbie Crave made their annual trek to the Savory Spoon cooking school in Door County, Wisconsin this summer, where they offered a Fresh



George and class pulling fresh mozzarella.

Mozzarella demonstration. Daughter Roseanne also had the opportunity to show off her award-winning Tuxedo Mascarpone dessert. 🇺🇸

Brotherly Love: Petit Frère Fan Club

We're not the only ones who travel. Our cheese gets around, too. We're discovering that people aren't shy about their appreciation for Petit Frère, and there are many ways they let us know about it.

- We get Facebook messages: This one came from Erin Kress. "We grilled our Petit Frère last weekend. It was incredible. Thanks for the tip! Will definitely get more at the next Waterloo Farmers Market! Yum."
- We hear about it: Wild Rice Inn at Bailey's Harbor, Wisconsin, offers Petit Frère on its cheese plate.
- We see it for ourselves: The French foreign exchange student staying with our family for ten days at first asked for Petit Frère for her breakfast. Then, after she felt comfortably at home, she just helped herself! While the family was having toast, she was starting her day with Petit Frère and a side of Debbie Crave's homemade cranberry sauce.
- We read about it: When Bon Appetit surveyed the 2011 James Beard Award nominees, Chef Bruce Auden of Biga on the Banks in San Antonio, Texas, provided his cheese pick for a cheeseburger. Needless to say, we were delighted with his answer—"Crave Brothers Farmstead Cheese Petit Frère." You can read it online at <http://www.bonappetit.com/blogsandforums/blogs/badaily/2011/05/james-beard-best-chef-southwes.html> 🇺🇸



CRAVE BROTHERS FARMSTEAD CHEESE, LLC.

W11555 Torpy Road • Waterloo, WI 53594-9652 • Phone: 920-478-4887 • Fax: 920-478-4888

Debbie Crave • Vice President • debbie@cravecheese.com

WWW.CRAVECHEESE.COM

Focus on Fresh Mozzarella



Fresh Mozzarella is prized for its sweet flavor and soft texture. Crave Brothers Farmstead Classics Fresh Mozzarella upholds that tradition. Our Fresh Mozzarella is packed in water to retain its freshness and comes in a variety of sizes and styles to suit your favorite recipes. This time of year, Fresh Mozzarella is a convenient complement for seasonal fruit and ripe tomatoes. You'll also find it delightful in salads and pasta dishes and on pizza. Choose from these sizes to create a perfect dish featuring Fresh Mozzarella:

- Perline (pearl-size)
- Ciliegine (cherry-size)
- Bocconcini (ball-size)
- Ovoline (egg-size)
- Medallions
- 8-ounce balls
- 1-lb. balls
- 1-lb. logs

Crave Brothers Fresh Mozzarella is also available in curd form so you can have the fun of pulling your own Fresh Mozzarella by hand. What could be fresher than freshly pulled Fresh Mozzarella? Also enjoy our marinated ciliegine version. 🍷

Crave Brothers Fresh Mozzarella with Balsamic Drizzle and Walnuts

This recipe, created by Randy Hughes of Waterloo, Wisconsin, won the Appetizer Category in the Second Annual Crave Brothers Farmstead Cheese Recipe

Contest. The stacked presentation combines sweet and savory flavors as well as soft, chewy and crunchy textures.

Yield: 2 servings

- 2 Crave Brothers Farmstead Classics Fresh Mozzarella Bocconcini balls, sliced
- 2 medium ripe tomatoes, sliced
- 2 Tablespoons Craisins®
- 6 sprigs fresh basil, chopped finely
- 1/2 cup candied walnuts (recipe to follow)
- Balsamic reduction sauce (recipe to follow)

Directions:

On a medium size plate, layer slices of mozzarella cheese and fresh tomatoes, ending with fresh tomato. Drizzle the balsamic sauce over stack. Sprinkle with fresh basil and Craisins®. Top with chopped basil and candied walnuts. Serve within one hour of stacking.

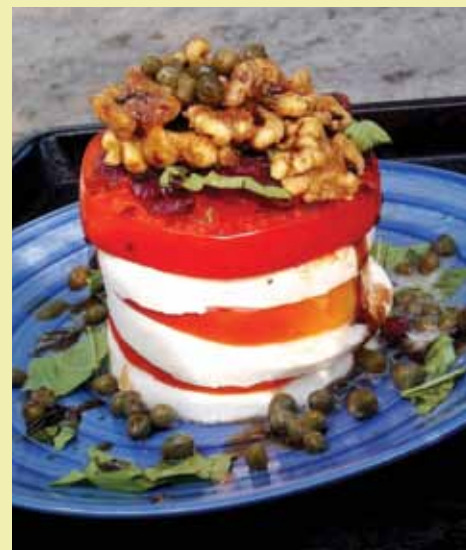
Candied Walnuts

- 1 cup walnuts
- 2 Tablespoons brown sugar
- 1 teaspoon butter

Directions:

In a medium frying pan, add butter and melt. Stir in brown sugar and walnuts.

Heat until the brown sugar is caramelized. Remove from heat, spread on a cookie sheet to cool. Options: add cinnamon or wasabi to add flavor.



Balsamic Reduction Sauce

- 1 1/2 cup balsamic vinegar
- 3 Tablespoons brown sugar
- 3 sprigs fresh rosemary, finely chopped
- 2 cloves garlic, crushed
- 2 Tablespoons capers

Directions:

In a small saucepan, add vinegar, brown sugar, rosemary, garlic and capers. Bring to a boil, reduce heat to low. Simmer for 10 minutes until thickened. Remove garlic. The sauce can be refrigerated up to two days.