

Crave Cheese

News from the Crave Brothers



Greetings from the Crave Family

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



Cravings

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Hello – and welcome to Crave Brothers Farmstead Cheese! We created this newsletter to tell you a little bit about ourselves and our cheeses. We hope you enjoy reading it and will look for future issues.

Let us introduce ourselves: We are George and Debbie Crave. With George’s three brothers, Charles, Tom and Mark, and our families, we operate a dairy farm and Crave Brothers Farmstead Cheese, in Waterloo, Wisconsin, a small town in the heart of America’s Dairyland.

George and his brothers grew up on their family’s dairy farm, and we all take pride in carrying on that time-honored tradition with our children. We also are proud to be Wisconsin cheesemakers. It’s hard to describe our satisfaction in taking the fresh, pure milk from our herd of Holsteins and transforming it into delicious cheese.

We also have a passion for running our farm and cheese plant in a way that

respects the environment. It’s what we believe in, and it’s an important part of our legacy to the next generation of our family.

In this issue, you’ll find a number of stories telling you what we’re up to these days, from receiving a major award to a major expansion of our cheese plant.

Enjoy our newsletter, and let us know of any questions you have about our cheese, our farm, our families – whatever! We look forward to hearing from you. And if you know other people who would like to receive this newsletter, email Debbie@CraveCheese.com. 🧀

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

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World Dairy Expo Salutes Crave Brothers

It's always nice to be complimented by our peers, and it's especially nice when those compliments come from an international group of peers.

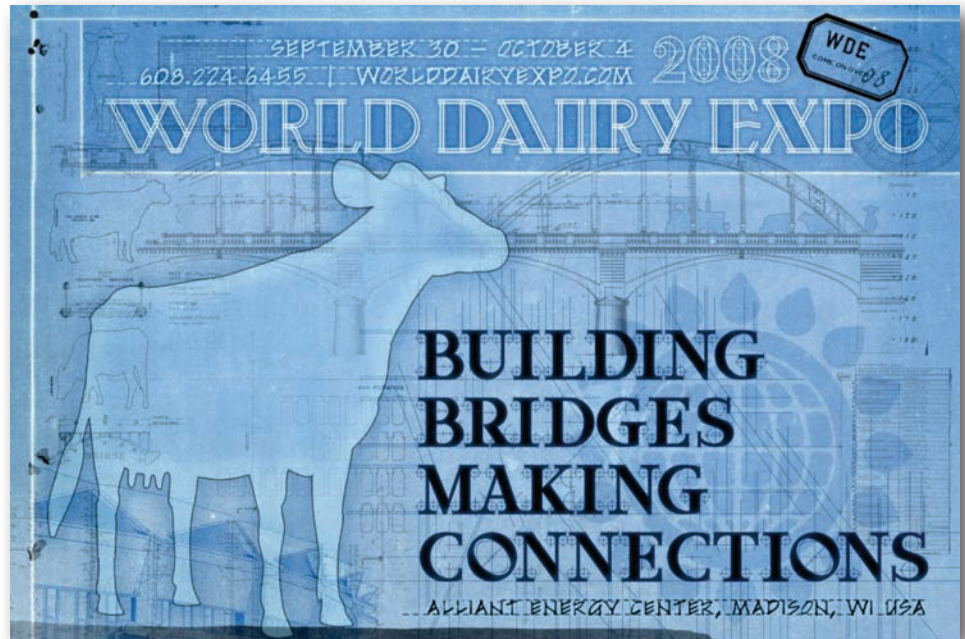
At World Dairy Expo – a five-day annual event that draws dairymen from around the world – we were honored to be named Dairymen of the Year.

Usually this award is given to the Dairyman of the Year – but The Dairy Expo judges recognized that the four Crave Brothers work together to make our farm and cheese plant successful. It's one of the four top awards presented annually at Dairy Expo, along with Dairy Woman of the Year, Industry Person of the Year and International Person of the Year.

The presenters had many kind words to say about us. They noted our commitment to being good stewards of the land, and our efforts to be ecologically and socially conscious. They also singled out our decision to install an innovative, on-site manure digester that turns manure – a waste product – into gas that produces enough electricity to power our farm, the cheese plant and 100 homes.

We were especially honored by the congratulations sent our way from Orion Samuelson, the best-known agriculture broadcast personality in the nation. Farm families and other listeners have been informed and entertained by Orion for nearly 50 years, and his syndicated radio and TV programs still run daily on hundreds of stations. Orion has visited our farm and Crave Brothers Farmstead Cheese plant, and he had this to say about the World Dairy Expo award: “The Crave Brothers have proved that the family farm has changed, but it is alive and well ... What an outstanding job they do!”

We would operate our business this way whether anyone was watching or not, but we can't deny – it's great to get this recognition! 🇺🇸



(L-R:) Tom, Charles, George and Mark Crave.

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The Big Cheese – Our Manufacturing Capacity Grows!

It's hard to believe how fast a decade can fly by. But, yes, it was about 10 years ago when the family first decided to create Crave Brothers Farmstead Cheese.

Our vision – then and now – was to use the abundance of fresh milk from our prized herd of Holsteins in a farmstead cheesemaking facility, creating small batches of premium quality, classic European style cheeses.

It took a lot of work and two years to make that original vision a reality. George became a licensed cheesemaker, Debbie put her food marketing expertise to work, and the entire Crave family threw their support behind the construction of a 10,000-square-foot cheese plant, which opened in 2002.

The hard work and planning paid off. Milk is piped 325 feet underground directly from the milking barn to the cheese factory where we use modern-day equipment and Old World cheesemaking techniques to craft our Classic cheeses. Our first varieties were fresh Mascarpone, Fresh Mozzarella, Rope Cheese (part-skim Mozzarella formed into a distinctive rope shape), and European-style cheeses called Les Frères (French for “the brothers,”) and Petit Frère (“little brother”).

We soon wanted to work on new cheese varieties, but were limited by space and equipment. Plus, our business was growing at a rate that kept us busy filling orders from across the coun-

try. Our board of directors – Charles, George, Tom and Mark– decided that to be more productive and to introduce more varieties, expansion was the answer.

We are excited that our expansion project is complete, and we have doubled the size of our original plant. Specialized new equipment is being installed, and new employees are being hired and carefully trained so that we can utilize the new space to its fullest.

We're testing a specialty pizza cheese and Ricotta, and will explore other options to expand our fine array of cheeses. We'll keep you posted on these and other great new cheese varieties from Crave Brothers Farmstead Cheese. 🧀



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Curds of Wisdom

Mascarpone

(mas-kar-POHN, mas-kahr-POH-nay)



"I spend a lot of time in Italy and I am always looking for great mascarpone ... I think Crave Brothers' is the best! I use it a lot in cooking and prefer it to sour cream. It is such a pure product ... very consistent with the slow food philosophy."

Ronald L. Huff, CCC, Pres. of GastRONomy Rambles®

International Certified Chef & Founder/Chairman of Slow Food Minnesota

If you haven't discovered Mascarpone, you're in for a treat! This fresh, white spreadable cheese could easily be mistaken for whipped cream, but it has its own buttery richness and luxurious, creamy texture.

While Mascarpone may be most famous as a key ingredient in Tiramisu, the popular Italian dessert, it is increasingly found in many restaurants and home kitchens. In fact, Mascarpone is so popular that it's the name of a shade of white Pottery Barn furniture!

Naturally sweet Mascarpone is a natural partner for fruits, chocolate and liqueurs, and it works equally well in savory dishes, such as risotto, soups, and strongly flavored ingredients such as pesto and mustard. Here's a tip: When using Mascarpone in recipes, don't over whip or over process it, or it will develop a lumpy texture.

Crave Brothers Farmstead Cheese Mascarpone is available year-round and perfect for spring!

- Blend Mascarpone with powdered chocolate, coffee, fruit, or liqueurs for topping off desserts.
- Season and use in place of mayonnaise in chicken or tuna salad.
- Mix it with honey or maple syrup for a nice fruit dip.
- Season with lemon juice, lemon peel, and sugar; fill individual tart shells and top with raspberries.
- Mix an 8-ounce container of Mascarpone with ¼ cup sugar. Whip 1 cup heavy cream and add to Mascarpone. Layer the mixture with colorful fresh fruit in parfait glasses for a light summer dessert.

Please enjoy two of our signature recipes using mascarpone. They are simple and delicious! 🍷

Crave Brothers Farmstead Classics Chocolate Mascarpone Pie

Recipe by Debbie Crave

Crumb crust:

- 1 cup chocolate wafer cookie crumbs
- 3 Tbsp. sugar
- 1/4 cup butter, melted, plus more for pan

Filling:

- 16 oz. Crave Brothers Farmstead Classics Mascarpone, at room temperature
- 6 oz. semi-sweet chocolate, melted
- 2 Tbsp. Kahlua or Amaretto

For the crust: Preheat oven to 325 degrees. Butter a 9-inch pie pan. Stir the cookie crumbs, sugar, and melted butter together. Press the crumbs evenly in the pan. Bake six minutes. Set aside to cool. (Or you can purchase an oreo cookie crust.)

For the filling: In a large bowl and using a large spoon, stir the mascarpone and melted chocolate together until blended and no white streaks remain. Stir in the Kahlua or Amaretto. Immediately spread the filling in the cooled crust. Cover and refrigerate one hour. Serve with whipped cream. Serves eight.

Crave Brothers Farmstead Cheese Creamy Mascarpone Mushroom Soup

Recipe by Debbie Crave

- 1 bunch of green onions, chopped (use some of the green part)
- 5 Tbsp. butter
- 2 lbs. assorted wild mushrooms, sliced (such as shiitake, portabella, crimini, white button)
- 5 cups chicken broth
- 3/4 cup Port
- 1/4 tsp. dried thyme
- 1-1/2 cups heavy cream
- 2 Tbsp. lemon juice
- 1/8 tsp. ground black pepper
- 8 oz Crave Brothers Farmstead Cheese Mascarpone

Sauté onions in butter in a 5 qt sauce pot. Cook about five minutes until onions are soft, stirring frequently. Stir in wild mushrooms and cook about 8 minutes more until mushrooms are tender. Add broth, Port, and thyme. Heat to boiling. Reduce heat and simmer 20 minutes to blend flavors. With hand blender, blend in pot until pureed – or – in batches, ladle broth mixture into blender and blend until pureed. Pour puree into large bowl. Repeat with remaining mixture, leaving one to two cups unpureed (whole mushroom slices are intact for garnish and appearance at serving). Return puree to sauce pot. Add cream, lemon juice, black pepper, and mascarpone. Heat soup over low heat just until heated through. Ladle into soup bowls and serve with crusty bread or breadsticks. Serves eight.

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