

# Crave Cheese

News from the Crave Brothers



## Bienvenue! Fáilte! Benvenuto!

**I**n French, Irish and Italian – welcome to Crave Brothers Farmstead Cheese! We’ve always had pride in our European roots – the Crave family is French and Irish, and Debbie’s family (Casucci) is Italian. Since we began making cheese, however, our ancestry has taken on new meaning for us.

Our ethnic heritages influence many of the cheeses we make – from the Italian-style Fresh Mozzarella to our own original cheese, the French Les Frères. Recently we sent our cheesemaker, Jon Metz, to Ireland to study the finer points of their cheesemaking traditions (see page 2 for more on that). And while we’ve never met a menu we didn’t like, many of the dishes we especially enjoy and the recipes we share with friends and customers reflect European traditions.

As we hand-craft European-style cheeses with authentic flavors and textures, we also hope to impart something that’s just as important – a sense of the character and spirit that we inherited. We want to preserve the cheesemaking traditions that our ancestors brought from their birthplaces to their new homes in Wisconsin, and we want to honor their love of food and life.

In France, that spirit has always been part of the national culture. The French call it *joi de vivre* – an all-encompassing love of life, with pleasure and contentment found in everyday things like talking and, of course, eating.

In Ireland, the word for this spirit is *craic*. The pronunciation, “crack,” is unfortunately similar to an illegal substance, but nothing could be further from what *craic* is – an innate joy of life,



often tied to music, and maybe involving a wee bit of lighthearted mischief. There’s no exact English translation; the closest we get is “fun” but the meaning of *craic* goes much deeper than mere fun.

Italians are legendary for their soulful mix of food, family and love. Their lyrical phrase, *la vita e bella*, means “life is beautiful” – it refers to their tradition of finding happiness and satisfaction in simple things like good friends, good wine and good food.

As you enjoy our farmstead cheeses – whether at simple family meals or at festive parties – we hope that you gain a sense of our Old-World heritage and our deep pride in the fine cheeses that we make to share with you. 🇺🇸

**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*



**Crave Brothers Farmstead Cheese, LLC.**

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## Awards title



Debbie Crave

The University of Wisconsin-Madison, located just an hour away from our farm, is a world-class institution

with a distinguished history of education and research. Debbie is a graduate, and our son Patrick is currently a student there. The respect we have for UW-Madison makes this announcement even more special: Debbie has been selected to receive the highest award granted by the UW-Madison College of Agriculture and Life Sciences. CALS dean and director Molly Jahn said: “Each year CALS confers Honorary Recognition upon select individuals who have demonstrated outstanding and inspirational leadership, integrity and unselfish service, making significant contributions in the areas of agriculture, life sciences, natural

resources and social science.” Debbie might not tell you this herself, but most of her career has involved promoting Wisconsin agricultural products. That includes one-year as Wisconsin’s Number One agricultural ambassador, Alice in Dairyland, then 17 years in marketing with the Wisconsin Department of Agriculture, Trade and Consumer Protection, an additional three years at the Wisconsin Milk Marketing Board promoting cheese and dairy products, and lastly, an almost 24/7 job with her latest project – Crave Brothers Farmstead Cheese! We’re pleased that Debbie is receiving state-wide and industry-wide recognition for her professional accomplishments!

The first time showing a calf in a competition is a memorable event for farm kids. Stepping into that show ring is scary, and caring for the animals is fun, but it’s also very hard work. As the kids grow up, they also grow in knowledge and confidence in the showing of cattle and calves.

At this year’s Dodge County Fair, two of our children were proud winners: Son Brian received two Red Ribbons, while

his cow received a production award and a prized trophy. Daughter Roseanne was named Champion on her spring yearling, and she won a First Prize in Showmanship!

Son Patrick was part of the excitement again this year at the huge Wisconsin State Fair. Patrick, a dairy science major at UW-Madison, got a second Blue Ribbon on one calf and a Reserve Jr. Championship on another calf. And this fall, at the World Dairy Expo, Patrick’s heifer received a champion!

We’re proud of all of our children, and we’re pleased that they are carrying on the Crave family tradition of competition and giving the best care possible to our dairy animals. 🐄



Brian and Roseanne Crave



This city in Eastern Germany is the ancestral home of John’s family.

Last spring, Jon Metzger, a member of our elite cheesemaking staff, experienced the highlight of his professional

life: a 10-week, four-country tour of cheese plants, dairy farms and cheese retailers in Europe.

Jon already knew a lot about cheesemaking before his European adventure. He grew up working at his family’s cheese plant, Union Star Cheese.

## Crave Cheesemaker Jon Metzger

### Visits European Cheese Industry

He passed the rigorous Wisconsin licensing test while he was in high school, becoming one of the state’s youngest cheesemakers. And in college he worked at the campus dairy plant, making cheese, ice cream and other dairy products.

His goals in going to Europe included expanding his cheesemaking knowledge, tasting as many cheeses as possible, and soaking up the culture and beauty of top European cheesemaking centers. He received grant money for the trip from the Dairy Business Innovation Center and other Wisconsin organizations, as part of a program that helps cheesemakers travel to expand their knowledge and experience.

**Ireland:** First stop was a seven-week stint at Gubbeen Cheese, which is world renowned for its farmstead washed-rind cow’s milk cheese. Jon also toured Fermoy Natural Cheese, a farmstead that makes distinctive washed-rind cheeses, and the famed Cashel Blue Farmhouse Cheese, and also visited a noted Galway retailer, Sheridan’s Cheesemongers, to sample their cheeses from Ireland and Europe.

**England:** In London, Jon spent time at Neal’s Yard Dairy, a prestigious retailer that buys cheese from about 70 cheesemakers around Britain and Ireland, and sells it from their shops and to fine

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## Three Days to Remember:

**80,000 Guests Visit Crave Brothers Farm During Farm Technology Days**



**Wisconsin Governor Jim Doyle joined our family at the 2009 Farm Technology Days.**

**S**ometimes one year runs into another, and it's hard to keep things straight. But there's no doubt that we will always remember the summer of 2009: That was when our family hosted more than 80,000 guests on the Crave Brothers farm over three exciting days!

**Fantastic Event** – We're accustomed to welcoming groups and visitors; in 2008, over 1,000 guests came to see the farm and cheese plant. But the 2009 Wisconsin Farm Technology Days, held July 21-23, was a record-setter – both for us and for the annual event. The largest outdoor farm show in Wisconsin, Farm Tech Days is held in a different part of the state each year. The work of planning and organizing was done months before and during the event by an amazing crew of 1,000 volunteers, allowing our family and employees to concentrate on running the farm and cheese plant so visitors could see how we do things.

This year's show featured tram tours of our dairy farm and cheesemaking plant with multi-lingual tour guides; field demonstrations with a variety of equipment; auto steering and other advances in GPS technologies; demonstrations in the Applied Technology Center tent; educational activities for all ages; family living, entertainment and arts-and-crafts areas;

antique and heritage equipment; 13 breeds of beef cows; and information from more than 700 exhibitors in a vast "tent city" created just for the event.

**VIP Guests** – Among the attendees we welcomed were Alice In Dairyland and other agricultural royalty who work to promote Wisconsin products. The University of Wisconsin Marching Band added music and color, and even Wisconsin Governor Jim Doyle was there! News crews from across Wisconsin and from Chicago came to capture the excitement, and we had lots of media coverage. Of course, Wisconsin farmers were the real VIPs, because the show was held for them. Event organizers say that more visitors chose to tour our farm than at any other Farm Tech show – more than 30,000 people took tractor-drawn tram rides or bus tours through the farm, including driving right through one of our cow barns. Tours also stopped at the anaerobic digester. We're proud to be on the forefront of farming technology and conservation, and many guests were amazed at what is being accomplished on our family farm.

**A Menu for Success** – Another clue that attendance was strong: The amount of food sold each day. Organizers had to order extra supplies to meet the demand



**Although Farm Technology Days showcases all kinds of Wisconsin farming know-how, over 30,000 visitors took tram tours to learn more about our family dairy farm and our farmstead cheese plant. The tram tours passed right through one of our cow barns.**

at six food tents (each measured 40 x 100 feet) and two dessert tents (each tent was 30 x 50 feet). All the food was from Wisconsin, such as beef, pork and bratwurst entrees, and ice cream, cream puffs, cheesecake desserts as well as a chocolate mascarpone torte made with Crave Brothers Farmstead Classics Mascarpone. Crave Brothers Farmstead Cheese was available – 4-ounce packets of fresh cheese curds and string cheese were especially popular. And we're proud that another best-seller was the Crave Burger – a large, certified Angus Burger topped with a thick marinara sauce and Fresh Mozzarella medallions that were hand-crafted just a few hundred feet from the food tents.

**A Nod to the Future** – The theme of the Show was "Food – Fuel – Future," and we believe our family farm was uniquely well-suited to host the event. We take very seriously our role as a producer of fresh milk and specialty cheese – natural foods that are wholesome and delicious. And we are committed to operating our farm and cheesemaking enterprise in a way that preserves and even improves the land for the benefit of our children and future generations. We were honored to host this special event! 🇺🇸



**We did so many media interviews we almost got used to being in front of the camera – almost, but not quite!**

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## Marinated Fresh Mozzarella:

**Big in Flavor & Convenience**



Looking for a simple but satisfying snack for yourself? Whipping up a quick meal for your family on a busy day? Throwing a big party to celebrate a

special event? Whatever the occasion, our Marinated Fresh Mozzarella is the natural answer for what to serve because we have done all the work for you – and we let you take all the credit!

Our Fresh Mozzarella cheese starts with pure milk from our own herd of healthy, happy Holsteins. The milk is piped directly from our dairy to our farmstead cheese plant, where George and our expert team of cheesemakers transform it into Fresh Mozzarella – a wonderful cheese with a fresh, creamy and natural taste.

But sometimes a more robust flavor is called for. To achieve that, we marinate our Fresh Mozzarella in a custom blend

of olive oil, canola oil and carefully selected spices; the exact ingredients are our secret!

Crave Brothers Farmstead Marinated Fresh Mozzarella is perfect to serve “as is” right out of the container, and it’s equally suited to use as an ingredient. Our goal is to achieve a balanced yet intriguing blend of flavors that add a special touch to a wide array of dishes that you love – sandwiches, pasta, appetizers, omelets, salads and more. This summer, our fresh mozzarella received first place at the Wisconsin State Fair, and second at the American Cheese Society.

Check out our recipe for Stuffed Chicken Breasts, from Chef Dan Fox, Madison Club. This quick-and-easy dish is a great example of how the marinated mozzarella adds more flavor to this beautiful and tasty dish. 🍴

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shops and restaurants world-wide. He also went to Quicke’s, a farmstead producer of traditional bandaged Cheddar.

**Switzerland:** To study Appenzeller, a famous Swiss cheese variety, Jon toured two factories and a large affinage facility. He learned that Appenzeller has been made for over 700 years, and that the technique for curing it to obtain its unique, spicy flavor is a closely guarded trade secret.

**Germany:** Next, Jon traveled with cheesemaker friends in Germany, visiting dairy farms and sampling local cheeses. A memorable stop was at Zittau, in eastern Germany, the ancestral home of Jon’s family.

Jon gained an amazing amount of information on his extended tour, on new technologies as well as time-honored artisanal cheesemaking techniques. His new knowledge will be put to work as he helps produce our farmstead cheeses, from Mascarpone to Fresh Mozzarella to our signature washed-rind Les Frères. 🍴

### Crave Brother’s Marinated Mozzarella Stuffed Chicken Breast

**The Madison Club**  
5 East Wilson St, Madison, WI  
Daniel Fox, Executive Chef /Assistant General Manager

- 1 slice ham
- 10 leaves raw spinach
- 3 basil leaves
- 3 slices zucchini (not cooked)
- 1 thick slice red bell pepper, charred\*
- 3 Crave Brothers Farmstead Marinated Fresh Mozzarella (ciliegine) balls
- 1- 6 oz. chicken breast boneless skinless, butterflied
- 1/2 cup bread crumbs
- Salt and pepper to taste

Place slice of ham on cutting board. Place spinach down the center of ham top with the basil leaves, zucchini, red pepper and fresh mozzarella. Roll the



ham around all of the ingredients into a tube. Place the ham roll in the center of the cut piece of chicken and fold one half of the piece of chicken over the ham tube. The ham should fit nicely inside of the chicken. Season chicken with salt and pepper. Sprinkle the bread crumbs all over the chicken, place on a greased baking sheet. Bake at 375° F until the internal temperature reaches 160° F.

Serve with your favorite vegetables.

**Yield:** 1 serving

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