

Crave Cheese

News from the Crave Brothers



To Every Season!

*“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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On our farm in southern Wisconsin, we're trudging through the last days of winter, eagerly anticipating the arrival of spring.

Over the year, we often complain about the weather and say we can't wait for whatever season comes next. Still, we have to admit that choosing a favorite season is a bit like choosing our favorite child: There's no such thing – we love them all for different reasons. Although we milk cows every day and make cheese year-round, each of the four seasons has its own unique rhythm and meaning on our farm.

In spite of the challenges of dealing with cold weather, we know our life wouldn't be the same without winter. There's beauty in the snow and an amazing stillness to the nights. This season is when we repair equipment, plan fieldwork for the next season, and attend meetings that we have no time for in other seasons.

Spring is always exciting – it's a welcome break from winter and a time of new beginnings. We're energized by the warm temperatures and the extended hours of daylight, and can't wait to get into the fields. We begin to work long hours, planting crops and working in our garden.

Summers in Wisconsin are often hot and humid. Maybe we're uncomfortable, but our crops love it! We work long days, yet we soon begin to enjoy the bounty of our fields and gardens, and that makes the work worthwhile.

Before we know it, it's fall. The air becomes brisk, the green leaves take on color, and we work even harder to harvest our crops and get the fields ready for winter. If there's any problem with fall, it's that it's too short.



As farmers, we live close to the land and so we have a special sense of the cycle of the seasons. We strive to live in harmony with the land. We think the seasonal changes contribute to the quality and unique flavors of our crops, which in turn result in exceptional milk and award-winning cheeses. We welcome you to taste our farmstead cheeses, and see if you agree. 🧀

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



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Crave Brothers Cheeses Stars in Top Pastry Chef Competition



The first StarChefs International Pastry Competition was held at the 5th annual StarChefs.com International Chefs Congress last September in New York City. Twenty leading international and U.S. pastry chefs competed in a challenge that evaluated them for talent and techniques used in an everyday restaurant setting. Along with the ingredients used by the competitors was a selection of cheeses from Wisconsin, including Crave Brothers Farmstead Classics Les Frères.

StarChefs.com™ is a restaurant magazine website; its original culinary content features top chefs, pastry chefs, sommeliers and mixologists.

The three-day pastry competition was monitored by a panel of industry experts, spearheaded by Pastry Chef Johnny Iuzzini. Guest judges included stars such as Jacques Torres, Elizabeth Falkner, Albert Adria, Marcus Samuelsson, Wylie Dufresne and Jeffrey Steingarten.

For plated desserts, the competitors had to use Fig Arabeschi, a fig paste by event sponsor PreGel, and one of three Wisconsin cheeses: Crave Brothers Farmstead Classics Les Frères, Wisconsin Cave-Aged Cheddar or Wisconsin Buttermilk Blue.

Pastry Chef Chris Ford of Trummer's on Main in Clifton, Virginia, explained why he chose Les Frères: "The **Les Frères** was the only cheese that could be kept a soft flavor element for me."

Examples of the pastries that the competitors made with Crave Brothers Les Frères:

Pastry Chef Chris Ford of Trummer's on Main in Clifton, Virginia: *Fig Genoise, Crave Brothers Farmstead Classics Les Frères Panna Cotta, Fig Sorbet, Muscovado Jelly Sheet, Fig Cloud, and Candied Pecans*

Chef Ramon Perez of David Myers Group in Los Angeles: *Crave Brothers Farmstead Classics Les Frères Cheesecake, Fig Gelée, Muscovado Gelée, Beet-Fig Sponge, and Salted Walnuts*

Pastry Chef Jim Hutchison of Foxwoods Resorts in Norwich, Connecticut: *Pistachio Custard, Crave Brothers Farmstead Classics Les Frères Pineapple-Basil Compote, Cognac Shortbread, Pineapple Cotton Candy, and PreGel Fig Arabeschi Sauce*

Ron Paprocki of Gordon Ramsay at the London in New York, City: *Fig and Olive Oil Cake, Crave Brothers Farmstead Classics Les Frères Mousse, Cognac Ice Cream, and Vanilla Cotton Candy.*

On the final day of the three-day competition, Chef Ron Paprocki was named the winner. 🏆

Crave Brothers Farmstead Cheeses Shine in Competitions

Crave Brothers Farmstead Cheese enjoyed the spotlight in the winner's circle alongside other elite cheesemakers in two recent prestigious competitions.

American Cheese Society (ACS):

We put our cheeses up against those from across North America at the 26th Annual ACS Judging & Competition. Our cheeses won four awards in four categories. The multiple wins were scored in a record-breaking year for entries, as 225 producers from 34 states, Canada, and Mexico entered 1,462 cheeses and cultured dairy products. Our award-winning cheeses included:

- Farmers Rope String Cheese: 2nd prize in Mozzarella Types – Brick, Scamorza, String Cheese
- Fresh Mozzarella – 1-lb. ball: 2nd prize in Fresh Mozzarella, 8 oz. or more
- Fresh Mozzarella – Ciliegine: 3rd prize in Fresh Mozzarella, under 8 oz.
- Les Freres Reserve: 3rd prize in Farmstead Cheeses Open Category, aged up to 60 days

The ACS event draws cheesemakers, retailers, merchandisers, distributors, academicians, food writers, and cheese enthusiasts from the U.S., Canada, Mexico, and Europe.

U.S. Cheese Championships: This biennial event is the largest cheese and butter competition in the country. At this year's competition, more than 30,000 pounds of cheese in 76 entry classes were entered by hundreds of cheesemakers.

We are proud that we received two awards:

- Mascarpone: 2nd place – Open class soft cheeses (highest scoring mascarpone)
- Les Freres: 3rd place – Smear-ripened semi-soft cheese

Winning prizes in this competition is becoming more challenging, as the contest has more than doubled in size since 2001.

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Sharing, Speaking, Learning

We were pleased recently to be recognized by the Dairy Business Association (DBA) of Wisconsin. This organization of dairy producers, vendors and industry partners promotes all dairy farms in the state. At the DBA annual business conference, they named us DBA Advocates of the Year. The presentation included these words:

[The Craves] take excellent care of their land while constantly sharing the story of modern agriculture. Whether hosting 80,000 some attendees at a recent Wisconsin Farm Technology Days

or the close to 1,000 people who visit the farm every year, the Craves educate consumers, food editors, cheese buyers and the media about industry production practices. They enjoy telling the story of dairy farming that emphasizes cow comfort, quality milk and working in harmony with the land to generate power and produce quality milk and award-winning cheese.

This award reflects our belief that learning is a two-way street – as we gain new information, we are also enriched by sharing what we have learned. 🇺🇸

A Basket of Passion – and Cheese!

Los Angeles is a pretty with-it town, so when one of its hip publications starts publishing articles about how cheese is a great gift for Valentine's Day, we took notice.

First, in January, LA Weekly wrote about the efforts of Donut Man, who they call "our favorite donut man," to create daily cheese-and-donut pairings for the days running up to Valentine's Day. Donut Man, who has a shop in Glendora, was building his promotion on the premise of "Cheese + Donuts = Love."

Then, just a few weeks later, LA Weekly ran a piece by blogger Sara Parenti: "Valentine's Cheese: What Love's Got To Do With It." She wrote, "It feels only appropriate to celebrate cheese during the amorous month of February. After all – cheesemaking is pretty much a craft of pure passion."

We think they're on to something. In fact, earlier this year, we also had cheese on our minds for Valentine's Day, and we developed a special gift basket filled with the ingredients for a rich, romantic Chocolate Mascarpone Pie. The tempting recipe calls for Crave Brothers Farmstead Classics Mascarpone, dark chocolate, a mini bottle of Kahlua coffee liqueur and a chocolate cookie crumb crust.



With chocolate traditionally linked to romance, and cheese now linked to "pure passion," our gift basket is appealing – especially since those who watch food trends call 2011 "The Year of the Pie." Need more convincing? Artisan cheeses such as Mascarpone are in this year's Top 20 Trends of National Restaurant Association's "What's Hot" survey of American Culinary Federation chefs.

Clearly, Valentine's Day was just the beginning. Our gift basket is an ideal gift year-round to celebrate any special event for your loved ones – birthdays, anniversaries, engagements and more. To order the gift basket, or for other romantic recipes featuring Crave Brothers Farmstead Classics cheeses, visit www.cravecheese.com. 🇺🇸

Fan Mail!

We're never too busy to enjoy hearing from people who love our cheese! And we're always pleased when someone benefits from information we have shared. Here are two recent emails we've received from friends of Crave Brothers Farmstead Cheese:

From a young friend in Texas:

Dear Mr. Crave,
"I'm Nya G – I worked with you a couple of months back asking for help with my science fair project (which was turning cow manure into energy, just like ya'll's company does). Anyway, I would just like to say that we were able to collect the cow manure and harvest the methane gas in our own garage!!! (with the help of my dad) AND your interview helped me so much when I was being judged at the Austin REGIONAL science fair!!! Once again THANK YOU SOOOOOOOO much for your time!!! See ya at the next next science fair ;)"
P.S. just to let ya'll know I got 1st place, once again!!!

~ Nya G.

And from a mascarpone lover:

Hi there –
"Not sure who to send this to, but I wanted to tell you that your sweet cream mascarpone cheese is the best I have EVER tasted. I worked previously at a crepe stand in a farmer's market and we would get all types of mascarpone from France and Italy. Yours is far superior. A friend gave a small tub to me as a gift along with a panatone cake for Christmas. The panatone is still in the cupboard, but the cheese is long gone. =>
Thanks for such a great product!
Keep doing good things, nice people at Crave ...

Customer for life,
~ Josie T.



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Mascarpone



Mascarpone is a fresh-tasting, rich cow's milk cheese that originated in Italy. Milky-white in color, it has a velvety, thick texture, and can be easily spooned or spread. Many people first taste Mascarpone when they enjoy the popular Italian dessert, Tiramisu. Mascarpone is a delicious cheese to use in other desserts, too – for example, served with fruit and cookies, it can be used 'as is,' or simply flavored with a little honey or vanilla.

Versatile Mascarpone can be equally well used in savory recipes, like sour cream but with a flavor and texture all its own. Stir Mascarpone into soups or meat sauces, fold into risotto or polenta, or toss into hot pasta dishes. For another easy idea, mix Mascarpone with mustard and your favorite herbs or spices, and use as a delicious spread with other sandwich ingredients.

Mascarpone from Crave Brothers Farmstead Cheese is so delicious, be sure to enjoy it often. To start with, make some Lemon Mascarpone Tarts. They look like they came from a professional bakery, but this super-easy recipe developed by Beth Crave uses a crust made from purchased sugar cookie dough and calls for just four ingredients. 🍪

Lemon Mascarpone Tarts

Yield: 36 tarts

1 tube refrigerated sugar cookie dough
1 lb. Crave Brothers Farmstead Classics Mascarpone, at room temperature
1 jar lemon curd
1 pint fresh raspberries

Directions:

1. Preheat oven to 350° F. Slice cookie dough into discs about 1/4-1/2 inch thick. Slice each disc in half. Press pieces of cookie dough into greased mini muffin tin. Bake for 8-10 minutes or until golden in color. Set aside to cool completely.
2. Meanwhile, place lemon curd in microwaveable dish and heat until spreadable. Whisk lemon curd with Mascarpone until light and airy. To assemble tarts, use a small cookie scoop to fill each sugar cookie tart with lemon Mascarpone filling. Top with a fresh raspberry. Enjoy!



Tips:

- Make filling up to 3 days in advance; store refrigerated in an airtight container and assemble just before serving.
- Tarts can be made one day in advance. Store them in an airtight container.
- Instead of baking dough in a mini-muffin pan, use a tart tin with straight or fluted sides.

Crave Brothers: Sharing and Caring

We know how fortunate we are to live on a family farm with productive fields and gardens, with fresh milk from our herd of Holsteins being made each day into cheese in our farmstead cheese factory.

We also know that, unfortunately, hunger is a fact of life for many people, who sometimes don't know where their next meal is coming from. That's why we are steady supporters of the Second Harvest Food Bank of Southern Wisconsin. This amazing non-profit organization works in a 16-county region in southern Wisconsin, helping more than 141,000 people each year; 43 percent of them are children.

Last Christmas we made up a 1,000-pound batch of Crave Brothers Farm

Classics String Cheese; we packed it in two-pound packages and donated it to Second Harvest so that 500 area families would be able to enjoy the cheese during the holiday season.

But we also know that hunger isn't an issue that comes up only at the holidays, and we contribute to Second Harvest Food Bank throughout the year. We are pleased to support this fine organization, and to share our cheese with those who might not otherwise be able to sample the good food we are so proud to produce.

For more information about Second Harvest Food Bank of Southern Wisconsin, visit their website at www.secondharvestmadison.com.

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