

FROMAGE

The language of cheese



Brie, Camembert, Roquefort, Chèvre... the language of cheese has a decidedly French accent! It's only natural, considering that the French have created more kinds of cheese, or *fromage*, than any other country in the world. In fact, the renowned cheesemaking heritage of France traces its roots to the 7th century, when ancient techniques were preserved by monks and passed down through the ages.

FROM THE FRENCH COUNTRYSIDE COMES CHEESEMAKING PERFECTION

The best way to expand your *fromage* vocabulary is to select different styles of cheese from the many different cheesemaking regions of France. Try a variety of cheeses made from the milk of cows, sheep or goats. Enjoy the amazing range of flavors and aromas, textures and tastes that have made French the language of cheese!

THE FROMAGE PLATE

Savor the experience

How does one capture the full Cheeses of France experience? It's simple: *The Fromage Plate*, an easy and expressive way to bring the ambiance of fromage to any gathering.



The Fromage Plate is a celebration of the remarkable diversity of French cheese—the abundant variety of flavors, textures, colors and aromas that characterize the “taste of place,” or terroir, unique to each region. So be creative and express your appreciation and knowledge of *fromage* in your own unique way.

Design your plate around 3-5 different French cheeses. Vary the type of milk—cow, goat or sheep—and the style—from soft to hard, mild to strong. Include cheeses from different regions of France. And use color to add visual appeal. To complete *The Fromage Plate*, pair your cheese selections with fruit, nuts, crusty bread and wine. The result will be your own expression of The Cheeses of France...beautiful and irresistibly delicious. *Savor the Experience.*

For more on planning and designing *The Fromage Plate* for all occasions, we invite you to visit www.CHEESESOFFRANCE.COM



PARLEZ-VOUS FROMAGE?



FRENCH TERROIR

The land, the traditions,
the character of
French Cheese

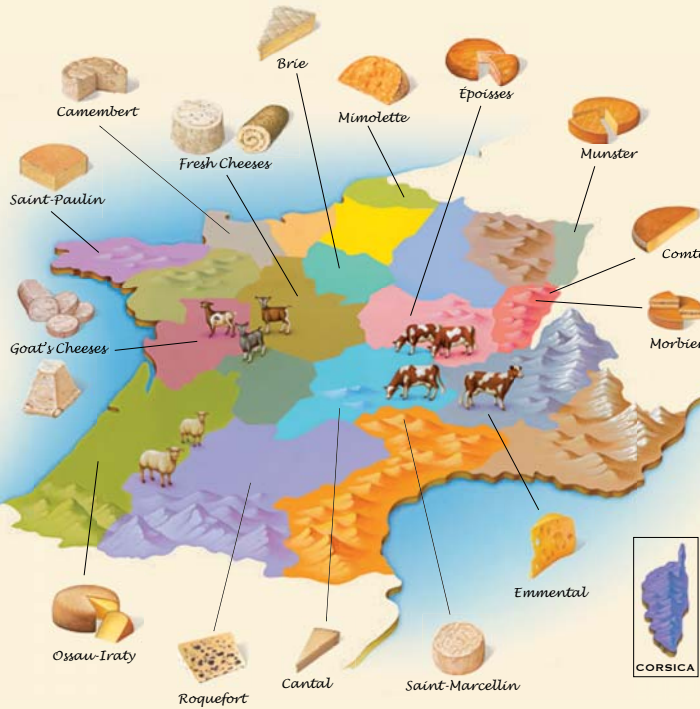


At the heart of The Cheeses of France experience is the concept of *terroir*—a French word that literally means “land,” but translates into so much more. *Terroir* is what makes the cheeses of each French cheesemaking region unique.

SOME HAVE DEFINED TERROIR AS “THE TASTE OF PLACE”

Terroir is the soil, the climate, the ancient breeds and cheesemaking traditions. It is both culture and environment. Together, they influence the taste and character of cheeses from that region. Some feature the AOC (Appellation d’Origine Controlée) designation that certifies and promotes the unique qualities of their regional *terroir*.

THE CHEESES OF FRANCE



■ Brie Ile de France	■ ÉPOISSES AOC Burgundy	■ MUNSTER AOC Alsace
■ CAMEMBERT Normandy	■ FRESH CHEESES Centre	■ OSSAU-IRATY AOC Pays Basque
■ CANTAL AOC Auvergne	■ GOAT'S CHEESES Poitou-Charentes	■ ROQUEFORT AOC Midi-Pyrénées
■ COMTÉ AOC Franche-Comté	■ MIMOLETTE Pas de Calais	■ SAINT-MARCELLIN Rhône-Alpes
■ EMMENTAL Savoie	■ MORBIER AOC Franche-Comté	■ SAINT-PAULIN Brittany

AFFINAGE

The art and science
of flavor

Affinage, the ancient craft of cheese ripening, allows flavors to blend and intensify before the cheese is brought to market. French cheeses are produced in *fromageries* and then aged in caves cut into hillsides or built underground. The ripening process is nurtured by talented cheese ripeners known as *affineurs*.

THE SKILLS OF THE AFFINEUR PRESERVES THE FRENCH CHEESE TRADITION

The *affineur* washes, rotates and nudges cheese along to perfection, carefully controlling the environment and conditions for ideal maturity and taste. *Affinage* is a highly regarded craft in France.



The skills of the *affineur* are learned, refined and passed down over time, to the benefit of *fromage* lovers everywhere.