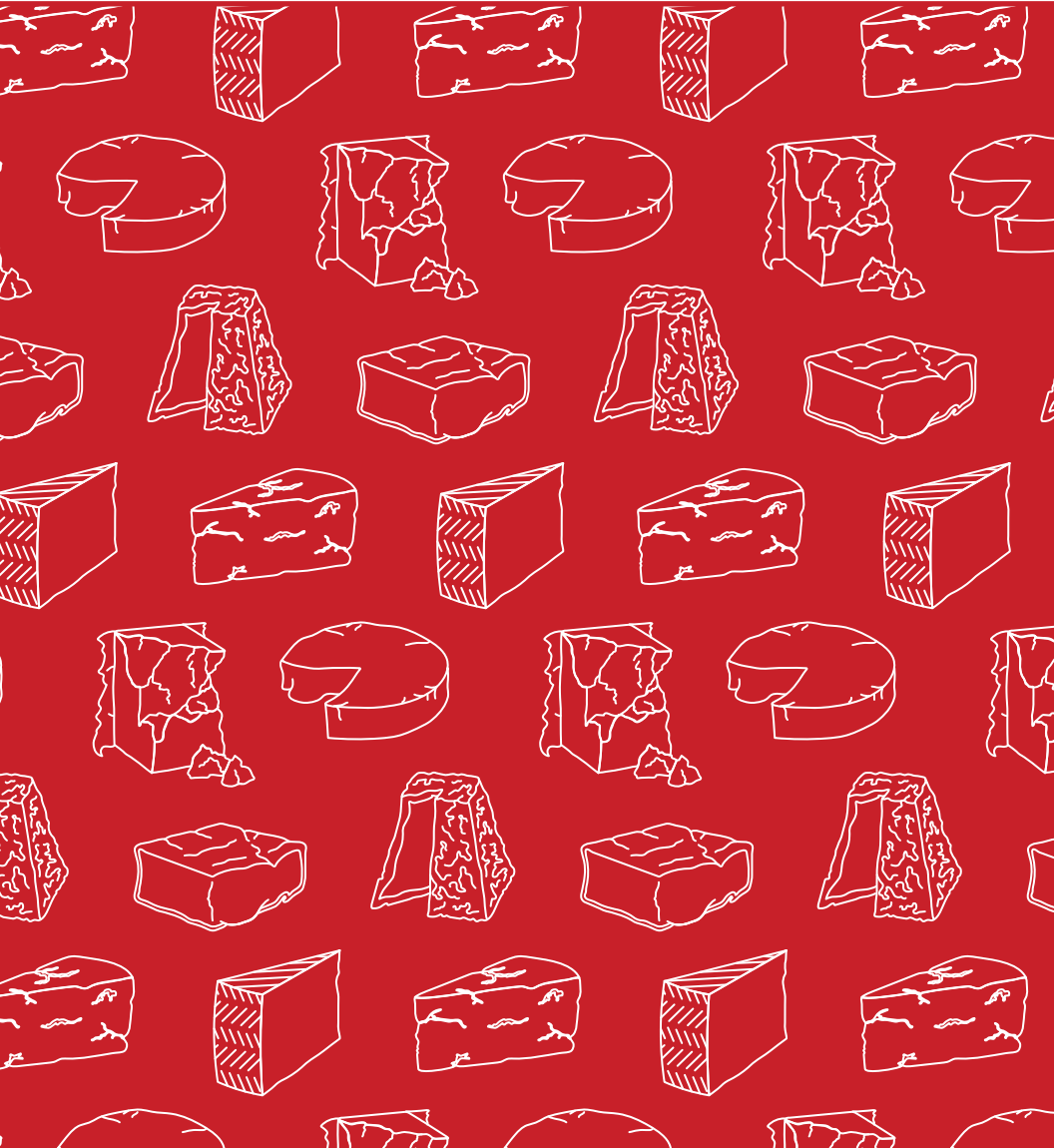


Murray's[®]

MARCH 2023

THE PERFECT PAIR
OF THE MONTH CLUB



MARCH 2023

THE PERFECT PAIR

OF THE MONTH CLUB

This month, we've curated four incredible selections, so you can build two perfectly balanced bites. We're pairing Irish cheddar with a traditional condiment and savory, buttery blue with smoky salami.

Murray's Irish Cheddar

Kept moist and crumbly in green wax, this cheddar is a buttery beauty that embodies the lush grassiness of Ireland's pastures. Sweet, creamy, and light, its supple paste is infused with a gentle fruitiness.



Tangy / Buttery / Smooth

Three Little Figs Puddletown Pub Chutney

This jam is a sweet take on chutney that features a blend of bright, juicy oranges and cranberries, along with cinnamon and allspice, creating a spread that's zesty and citrusy. Perfect for the holidays or year-round.



Tart / Sweet / Savory

von Trapp Farmstead Mad River Blue

This buttery smooth blue is made with von Trapp Farmstead's organic milk. Gorgeous blue veining imparts a mild piquancy that plays well with the other flavors: anise, cocoa, and dried fruit.



Umami / Cocoa / Buttery

Brooklyn Cured Smoked Beef Salami

Highlighting the best that New York City deli culture has to offer, this salami is a beautifully marbled, lightly smoked cured meat. It's savory and robust, made from pasture-raised, antibiotic-free beef.



Light Smoke / Robust / Savory

BONUS CHEESE!

Cellars At Jasper Hill Cabot Clothbound Cheddar

You're getting a bonus cheese this month! This American take on classic English clothbound cheddar is crumbly, tangy, and savory-sweet, with a balance of butterscotch and toasted almond flavors.



Tangy / Nutty / Crumbly

PAIRING PRINCIPLES 101

LIKE + LIKE

Items with similar flavor profiles typically make for tasty pairs.

OPPOSITES ATTRACT

Try pairing items with totally contrasting flavors, like sweet with salty.

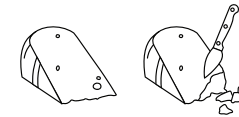
ALL ABOUT TERROIR

If they come from the same region, it's likely they'll go well together.

HOW TO CUT & SERVE YOUR CHEESE

CRUMBLE

Murray's Irish Cheddar, von Trapp Farmstead Mad River Blue, Cellars At Jasper Hill Cabot Clothbound Cheddar



1. Start by placing the cheese wedge on the side that is large and flat.
2. Hold the cheese firmly with one hand. Insert your knife into the cheese near the edge of the wedge. Wiggle the knife until a large crumble pulls away from the wedge. Repeat along the edge of the cheese until you get the desired amount of crumbled cheese.

YOUR PERFECT PAIRS

The Pub Snack

Murray's Irish Cheddar + Three Little Figs Puddletown Pub Chutney

Cozy up at the corner booth, and enjoy the chutney's balance of sweet, savory, and acidic against a creamy, robust cheddar.

Umami Madness

von Trapp Farmstead Mad River Blue + Brooklyn Cured Smoked Beef Salami

While this blue has some sweet cocoa and licorice notes, the meaty salami helps highlight the cheese's deep savory backbone.