



MAY 2020

# THE PERFECT PAIR

## OF THE MONTH CLUB

This month, we've rounded up five incredible selections so you can craft your own creative and original perfect pairs. We're using a flaky, buttery, homemade oatcake as the base for three distinct cheese pairings ranging from sweet to savory, topped off with spiced preserved pumpkin.

### WHAT'S INSIDE:

#### Spring Brook Farm Reading

An American artisanal version of the famous Alpine melter Raclette, this award-winning Vermont cheese preserves the salty funk of the classic, with more structured flavor and deeply nutty undertones.

*Salty / Fruity / Rich*



#### Fromager D'Affinois

This French innovation may look like pudgy brie, but it's actually much creamier. The mild, buttery flavor has a sweetness that infiltrates its thick, nearly whipped paste of tangy, milky goodness--perfect with bubbles and fresh fruit.

*Buttery / Creamy / Milky*



#### Quicke's Mature Cheddar

The hills of Devon provide rich grazing for Quicke's cows, which produce a luscious milk that becomes this award-winning cheddar. Aged for over a year, it develops notes of horseradish, roasted meat, and chives.

*Sour Cream / Fresh Grass / Sweet Onion*



#### Murray's Preserved Pumpkin

To preserve its earthy sweetness, fresh pumpkin is divided into bite-sized chunks and develops into crunchy morsels in a cinnamon-like syrup as it ages naturally, creating a surprising twist on classic fruit preserves.

*Earthy / Sweet / Crunchy*



#### Effie's Homemade Oatcakes

Remember the Pepperidge Farm horsemen cookies? This is like a sophisticated, oat-packed upgrade. Lightly sweet, flaky with butter and thick and crunchy, you could scarf Effie's like cookies with a piping hot cup of tea.

*Crisp / Flaky / Buttery*



# 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

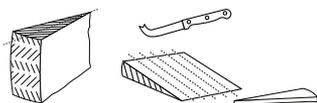
If they come from the same region, it's likely they'll go well together.

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## HOW TO CUT & SERVE YOUR CHEESE

### TRIANGULAR WEDGE

Spring Brook Farm Reading



1. If the wedge is thick, consider cutting it in half to 2 smaller triangular wedges. Cut the triangular rind pieces off one side of the wedge, and continue making parallel cuts.

### SOFT WEDGES

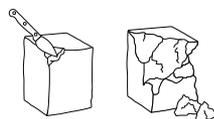
Fromager D'Affinois



1. Laying the cheese on its side, make parallel cuts with a cheese harp, wire or soft cheese knife, ensuring each slice includes rind, creamline and innermost paste.

### CRUMBLE

Quicke's Mature Cheddar



1. Laying the cheese on its side, use a small sharp knife to chunk bite-sized pieces of the cheese. It will naturally break along the interior lines of the curd.

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## YOUR PERFECT PAIRS

### "Syrup and Salt"

Effie's Oatcake + A savory blend of fruit that mellows  
Murray's Preserved Pumpkin + out into a spicy syrup essence  
Spring Brook Farm Reading packed with salt.

### "The Pumpkin Pie"

Effie's Oatcake + A cream and pumpkin spice  
Murray's Preserved Pumpkin + mashup that tastes like a buttery  
Fromager D'Affinois homemade pie fresh from the oven.

### "The Fruit Crunch"

Effie's Oatcake + A textured creation that combines  
Murray's Preserved Pumpkin + bright, sweet cheese and mellow,  
Quicke's Mature Cheddar fruity pumpkin.



# MURRAY'S MAD LIB

1. Past tense verb \_\_\_\_\_
2. Adjective \_\_\_\_\_
3. Number > 1 \_\_\_\_\_
4. Adjective \_\_\_\_\_
5. Animal \_\_\_\_\_
6. Country \_\_\_\_\_
7. Number \_\_\_\_\_
8. Color \_\_\_\_\_
9. Food \_\_\_\_\_
10. Snack \_\_\_\_\_
11. Food \_\_\_\_\_
12. Adjective \_\_\_\_\_
13. Noun \_\_\_\_\_

Today I \_\_\_\_\_ to my local Murray's for some cheese  
past tense verb  
and artisanal snacks. The \_\_\_\_\_ cheesemonger let me  
adjective  
taste \_\_\_\_\_ cheeses. I enjoyed them all, but there was  
number > 1  
one in particular I fell in love with. It's a \_\_\_\_\_,  
adjective  
\_\_\_\_\_ milk cheese from \_\_\_\_\_. After being aged  
animal country  
for \_\_\_\_\_ days, the rind develops a \_\_\_\_\_ color.  
number color  
It tastes like \_\_\_\_\_ and when paired with \_\_\_\_\_,  
food snack/accompaniment  
it tastes like \_\_\_\_\_. It may be hard to believe, but you  
food  
just have to try it for yourself! Its name is \_\_\_\_\_  
adjective  
\_\_\_\_\_. I highly recommend!  
noun