



Wisconsin Cheese

WELCOME TO THE STATE OF CHEESE

JUST AS WINE-LOVERS HEAD TO NAPA VALLEY FOR THEIR GRAND WINE TOUR, THE COMPASS FOR THE ARTISAN CHEESE ENTHUSIAST POINTS DIRECTLY TO WISCONSIN, WHERE ITS LONG LIST OF MASTER CHEESEMAKERS ARE PASSIONATE ABOUT THEIR GOODS AND SHARE THEM PROUDLY.

WISCONSIN CHEESE FAST FACTS

60 artisan cheesemakers are currently producing more than 600 different types of cheese, including hundreds of complex, one-of-a-kind artisanal, farmstead and organic varieties made by hand in small batches.

The state produces close to three billion pounds of cheese every year, accounting for $\frac{1}{4}$ of all the cheese produced in the U.S.

Wisconsin is the only U.S. state to require a license to make cheese.

Wisconsin is also the only state to offer a Master Cheesemaker certification program, which is patterned on the rigorous standards of a similar program in Switzerland. Famous types of cheese that are synonymous with Wisconsin include **cheese curds, Colby and brick cheese.**

Wisconsin makes half of the nation's specialty cheese and regularly wins more cheese awards than any other state or country.

Wisconsin **leads the nation in number of dairy plants.**

WISCONSIN CHEESE HISTORY

THE ART OF CHEESEMAKING AND WISCONSIN HAVE BEEN INTERTWINED FOR CLOSE TO 200 YEARS - AND LIKE MOST OF U.S. HISTORY, IT'S AN IMMIGRANT NARRATIVE AT ITS HEART.

In the 19th century, Europeans flocked to Wisconsin, bringing their diverse cheesemaking traditions to the territory. Swiss cheese was one of the first Old-World cheeses.

Germans also arrived with their take on Muenster and Limburger, as well as the English with their beloved cheddar. The Dutch brought Gouda and Edam, while the French came with recipes for Camembert, Brie and a variety of blue cheeses. Italians introduced mozzarella, provolone and Gorgonzola.

Soon, these cheesemaking techniques in the state were blending and transforming, as original Wisconsin varieties, such as Colby and Brick emerged.

A cheese-filled utopia was rapidly developing - and it continues to this day. The state produces close to three billion pounds of cheese every year, accounting for ¼ of all the cheese produced in the U.S. But it's not just about quantity. The world looks to Wisconsin's small-batch cheese artisans for inspiration and innovation.



WISCONSIN CHEESE DESTINATIONS

Roth Cheese (Monroe) - A Swiss-owned cheese company with ties to the old country, Roth Cheese offers guided and self-guided tours in the viewing hall of its chalet-style plant in Monroe to observe the cheesemaking process from start to finish.

Fromagination (Madison) - One of the state’s premier cheese shops, Fromagination’s primary focus is Wisconsin dairy products. Additionally, Fromagination offers cheese cooking classes, fondue events, gourmet lunch options, catering and in-house culinary events.

Hill Valley Dairy (Lake Geneva) - Run as a family operation, Hill Valley Dairy invites visitors to its Cheese Shop and Cheese Bar where they can get a flight of the artisan cheese paired with wine or other beverages



Wisconsin Cheese Mart (Milwaukee) - The Wisconsin Cheese Mart was started with one simple goal: To sell the highest-quality cheeses from local Wisconsin creameries to cheese lovers in Milwaukee and beyond. Established in 1938, this Milwaukee fromage paradise offers more than 150 varieties of Wisconsin cheese.

Door Artisan Cheese Company (Egg Harbor) - Sure, you can buy Wisconsin cheese here. But what makes Door Artisan Cheese in Egg Harbor extra special is the fact that this culinary hot spot is all about celebrating the art and science of Wisconsin cheesemaking. Guests have the opportunity to see cheesemaking in action-and ask questions along the way-while sampling specialty cheeses along with regional and international wines.

Mars Cheese Castle (Kenosha) - Cheese gets the royal treatment in Wisconsin - in fact, it gets its own castle! Founded in 1947, Mars Cheese Castle has been an icon in Wisconsin for over 60 years. Conveniently located at the Illinois-Wisconsin state border in Kenosha, the sprawling shop lets you stock up on artisan cheese and bags of cheese curds for the road on your way in and out of Wisconsin.



Market Square Cheese (Wisconsin Dells) - Sample more than 100 varieties of cheese hand-selected from over 20 factories throughout Wisconsin - not to mention a wonderful selection of homemade fudge and candies and 16 flavors of ice cream made in Wisconsin.

Carr Valley Cheese Factory (Sauk City) - Nestled in the rolling hills of central Wisconsin, Carr Valley Cheese is over 100 years old and is famed for making cheese the old-fashioned way. Carr Valley has won several awards over the years while remaining one of Wisconsin’s traditional cheese plants.



WISCONSIN CHEESE CELEBRATIONS



Ellsworth Cheese Curd Festival (Ellsworth) - Whether you like your curds squeaky fresh or battered and deep fried, you will find them at the Ellsworth Cheese Curd Festival, held every June. The event's annual highlight is the cheese curd eating competition - may the best curd-eater win!

Great Wisconsin Cheese Festival (Little Chute) -

Celebrations of Wisconsin's June Dairy Month start with the Great Wisconsin Cheese Festival. Kicking off the start of summer, the community nestled along the Fox River offers three days of entertainment, parades and tons of cheese. The fest includes music, food, children's entertainment, \$1 carnival rides, the Cheddar Chase walk/run, the Big Cheese parade, a petting zoo, free cheese tasting, cheese carving demos, cheese curd eating contest, a grilling competition, and more.

Art of Cheese Festival (Madison) - The Art of Cheese Festival, taking place every two years in September, features an array of cheese-focused activities specially curated for ultimate cheese lovers. Set out on excursions to nearby farms and creameries, take a variety of classes, shop from makers across the state at Cheese Fair Off the Square and dance the night away at the Wisconsin Cheese Ball.

Green County Cheese Days (Monroe) - Get ready to yodel, polka and eat cheese by the truckload. Green County Cheese Days, established in 1914 and held every other September, is Wisconsin's longest-running annual food festival. Highlights of the weekend include: yodeling and alphorns, old time copper kettle cheesemaking, fun festival foods (deep fried cheese curds, cheesecake on a stick, gourmet grilled cheese), live music on three stages, and Wisconsin's only parade led by a herd of Brown Swiss cows.

