AMERICAN CHEESE SOCIETY

Festival of Cheese 2014

The Biggest, Best Display of Amazing American Cheeses

Our Core Values

- First, do no harm
- Don't lose them
- Don't confuse them
- No cubes!
- Have a great time showcasing America's great cheese makers in a way that honors their craft

DO NO HARM!
Cheese mongers

- Be Healthy!
- Wear appropriate attire
  - Clean Clothes
  - Cover your toes
  - Wear a hat
  - Wear Gloves
- No Jewelry
- Wash hands often

DO NO HARM
Equipment

- Prep tables, cutters & knives will be sanitized before shift start
- Sanitizer buckets will be at each table
  - Change bucket every 2 hrs. or as needed
  - Test concentration with litmus 250/PPM
  - Document on Sanitation log
  - Cleaning cloth to stay in bucket when not in use
  - Wipe boards knives & cutters between each cheese and change parchment

DO NO HARM

TIME/TEMPERATURE

Do your best!

- # 1 Hard cheese
- # 2 Soft cheese

Festival of Cheese Schedule

- Monday-Judging and Competition wraps up and we take possession of the cheeses
- Tuesday is Festival Prep Day
- Wednesday is Cheese Sale Prep Day
- Friday is the Festival!!

Festival of Cheese Schedule

- Tuesday is Prep Day

Cheese comes to us coded and anonymous from competition

Example: F is Blue, FC is rindless blue made from cow's milk. One number assigned to the company, and one to the cheese, so the code looks like this:

(FC 02 10)

Organized by judging subcategories

We match the cheese back to the maker

(ie FC 02 10=Blue Moon Group Oh Baby Blue)

Separate into 2 groups-Festival and Sale

2 pieces for Festival-one for display, one for sampling.

Remainder to the sale. In the interest of food safety, some subcategories are not sent to the sale.

A pre-conference email will be sent to Tuesday's volunteers which will give an overview of how this works in more detail

We have to do what?

1685 entries

Brunch of Champions leaves us with 1456

17 stations, by category

About 100 volunteers!

Runners, Cooler Capts, Stewards,

and TEAMS OF CUTTERS!

Start at 10, Absolutely, Positively 100%
Ready by 430!

Festival of Cheese Schedule

- Friday:

8-430 Festival Monger Table Captains—

These folks will be leading their stations.

Overview, walk-thru, dress tables, set prep stations.

Categories assigned in advance for brainstorming display ideas.

9:30-430 Festival Volunteers arrive—Orientation, meet your team and find your category. Prep Sanitizer.

10:00—Cheeses hit!

Break for lunch and sanitation pit stop

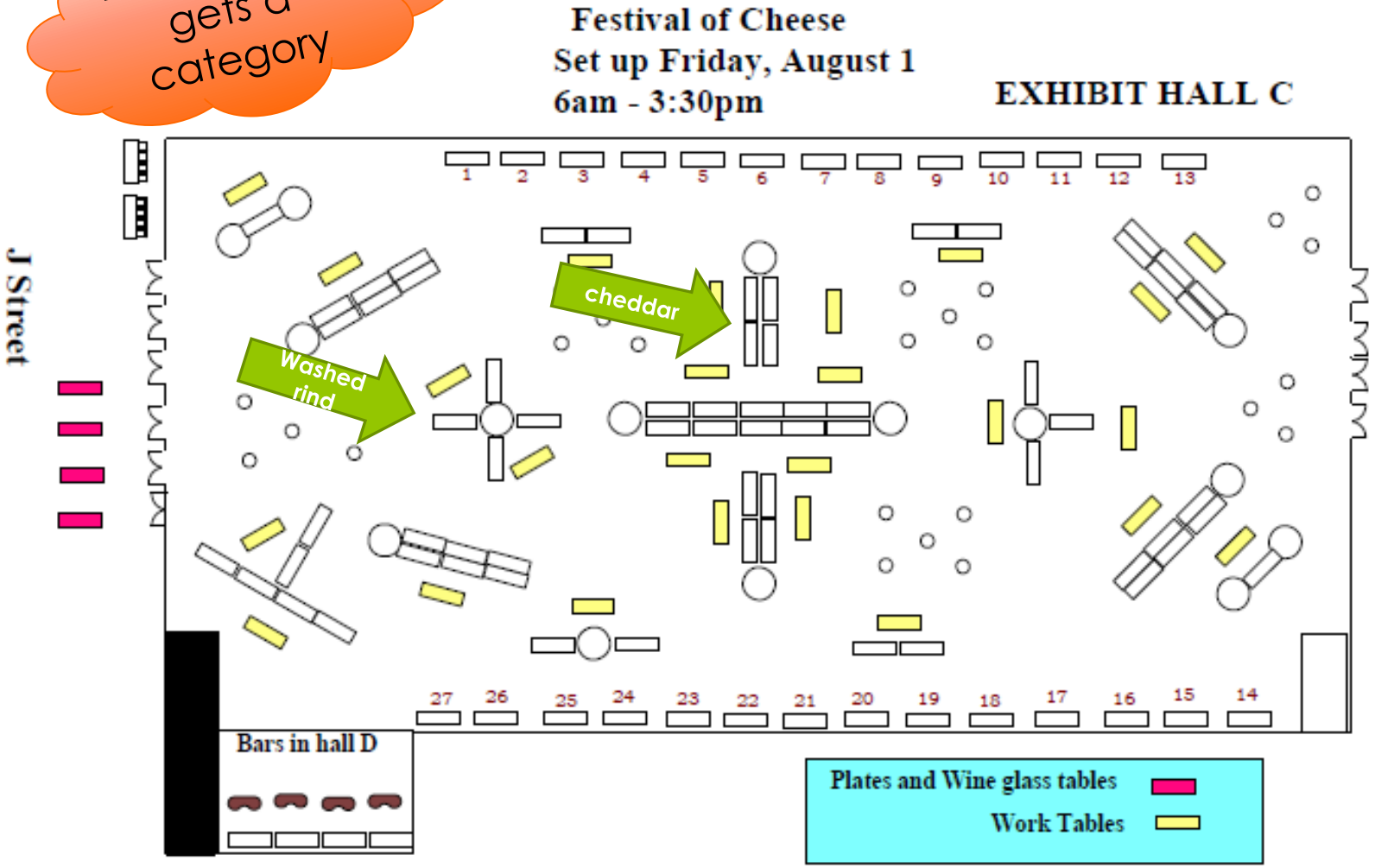
3pm—Aim to be done! As you finish, PLEASE move on to help teams racing to the finish!

3pm-more volunteers arrive to help complete pre-open—signage, cleanup, décor.

4:30—Done! Do a happy dance!!

5:30—Doors open for Press

Each station gets a category



Festival of Cheese

Table	Category	# of entries	# of tables in Station	# of cheeses on table
B	SOFT RIPENED	117	6	19.5
C	AMERICAN ORIGINALS	90	5	18
D	AMER MADE INTL STYLE	109	6	18.16
E	CHEDDARS	106	7	15.14
F	BLUES	77	4	19.25
G & P	HISPANIC & PORTUGUESE STYLE/MARINATED	49	3	16.33
H	ITALIAN TYPE	103	5	20.6
I	FETA	28	1	28
J & S	LOW FAT & LOW SALT/SPREADS	37	2	18.5
K	FLAVORED (3 STATIONS)	346	19	18.21
L	SMOKED	70	4	17.5
M	FARMSTEAD	130	7	18.57
N & O	GOAT'S MILK/SHEEP'S MILK	117	6	19.5
T	WASHED RIND	77	4	19.25

- These are the categories
- All subcategories go on the station
- Each subcategory MAY have a 1st place, plus 2nd and 3rd can have ties

We have to do what? How?

- Rack to station by subcategory
- Envelope w/signs and inventory
- Remove cheese from rack
- Match with sign
- Cut & Plate
- Place plate on display

Just like that, except not.

Festival Monger

Table Name:	Washed Rind	T
Table Capt:	Betsy Hall	
total # of entries to stage:	77	
# of tables in station:	4	
av # of cheeses per table	19.25	
# of first place on this table:	3	
Subcategories in order:	type	# of cheeses
TA	>90 days up to 44%	11
TC	open-cow	35
TG	open-goat	11
TS	open-mixed	20

- Inventory sheet looks like this:

KB (subcategory)

Flavored Cheeses(category)

Soft-Ripened with Flavor Added – All Milks

Judging team #4 date 7-28 flight 3

Entry code	judged	Milk type	Entry info
51 KB 08		Cow	Wheel > 18 lb
72 KB 13		Cow	Block 5 lb
1st 195 KB 02		Cow	Wedge 13 lb

Entries 3

- *Rack comes with an envelope. Has this inventory sheet, a note of first place winners, signs, placeholder cards for 1st place winners.*
- *There should be a sign for every cheese and a cheese for every sign.*
- *First Place will be delivered separately: save a spot for them.*
- *Some categories have over 100 cheeses. These will be brought out in order of hardest to softest. In theory.*

What could possibly go wrong?

- First, do no harm.

Sanitation is imperative.

- Don't lose a single cheese.

Cheese must always be identified! So many opportunities to mix things up- Your vigilance is our only hope.

If you don't have a cheese (you have an extra sign, or the cheese isn't on the rack), sound the alarm!

- Don't confuse them with each other.

Beware look alikes!

Festival Mongers
We're counting on you to…

- Keep things organized and not lose any cheeses
- Keep thing sanitary
- Help your team-many volunteers have no cheese cutting experience.
- Ask for help if you need it, offer help as you're able.
- No man left behind! We're not done until we're all done.
- WE CAN'T THANK YOU ENOUGH!!!

The Art of Display

- Goal is lofty—no cubes!
- Be creative, but FAST!
- There will be flowers, fruit, and crackers
- Plus our décor Gurus, Elizabeth and Kristin, will help!
- Once you've finished your table, please jump in to help elsewhere.

Be Creative! And Quick!

Labor of Love

Simplicity

Cliffs of Cheddar

5# Blue Wedges

Crumbles vs Wedges

Chunks vs. Curls

Small Format

Donuts & Pasta!

Wedges

Buckets of Feta

Wedges & Cloth bound Chunks

The New Cube!

See you in Sacramento!

Debra

Ilene

Michele

Kelly

Jeanne