



The new Cheese Lady Shop gives their customers room to breathe. Our shop features numerous items to complement the large selection of cheeses. For example, try air-dried sausages, stuffed peppadews, pear chutney, a baguette and a bottle of wine.



The Cheese Lady

Specializing in cheese from around the world

In July of 2004 I resigned my real job. I had grown tired of the road. After over 20 years of driving and selling, it was time for a change.

Tongue in cheek I suggested to my husband John, that I go to the Muskegon Farmers' Market and sell cheese. The previous April we had been in Provence, France. I loved the open-air markets more than anything and we spent countless hours wandering and watching the vendors. Because I was in the cheese business, the cheese vendors particularly intrigued me. John encouraged me to try it.

In less than 3 weeks I had a name, a department of agriculture license and a sign. I was The Cheese Lady. I bought \$500 worth of cheese from the company I had just left and went to the market. I sold out.

I love it at the market. The energy is immense. The market crosses all lines. Market goers are a diverse group in every way except one. Everyone wants to be there. Both the sellers and the buyers.

Since I started selling only cheese, I have learned so much. I now have a PASSION to make you love cheese as much as I do. I am a turophile. A lover of cheese.

The second annual "Wrap it up" downtown event will be held Friday & Saturday, November 7th and 8th. A door prize will be awarded at participating stores. Pick up a list of those stores at The Cheese Lady.

GRAND OPENING at the NEW Cheese Lady Store!

808 Terrace St. • Downtown Muskegon
Come and visit us during our celebration November 6th-8th!
Thursday 10-8 • Friday 10-8 • Sat 9-6

Register to win Gift Cards!

We'll have Samples and Demonstrations from area vendors

Thursday, November 6

11:00-2:00 Brian Cain, the "Michigan Vintner," a certified wine educator and free-lance wine writer will be available to answer any and all of your wine questions.

Friday, November 7

11:00-2:00 Olive oil and balsamic vinegar specials. Simple ways to use tapenades.

12:00-8:00 Kristine, specialty foods sales. European Imports LTD., Chicago.

3:00-7:00 Brian Cain, the "Michigan Vintner," a certified wine educator and free-lance wine writer will be available to answer any and all of your wine questions.

3:00-7:00 Brian Ellis, Brian's Bistro. Sampling his own delicious chutneys.

3:00-7:00 Wilde Thyme Foods, soup demonstration. All natural, no added preservatives or MSG.

Saturday, November 8

10:00-4:00 Kristine, specialty foods sales. European Imports LTD. Chicago.

11:00-2:00 Mrs. Dog, Julie Applegate, sampling her mustard, jerk and hot sauce.

11:00-3:00 Wee Bee Jammin' preserves NEW Simone wants you to taste her products. Find out why we love them!

A tempting sample of cheeses:



Roquefort
Since 79 AD, a raw, sheep's milk cheese called Roquefort has been made in the small town of Roquefort-sur-Soulzon, Millau, France. Only 7 companies make Roquefort. The bold blue is creamy in the mouth, slightly crumbly and salty and bold.



Fromager D'Affinois (fro-mah-ZHAY dah-fee-NWAH)
From France this is a brie style cheese that is unparalleled for its creaminess. Fromager d'Affinois is sweet, mild and buttery. It has a pea-pod taste. Fresh and smooth and perfect!!! Don't bake this one!



Manchego
Manchego cheese is a sheep's milk cheese made in the La Mancha region of Spain. Manchego is aged for 3 months or longer, and is a semi-firm cheese with a rich golden colour and small holes. It ranges from mild to sharp, depending on how long it is aged. The 12 month cheese is full-flavored, nutty. I encourage you to try it with quince paste, chutney or an all-fruit jam. Delicious.



Cotswold
An English classic, Cotswold is a double Gloucester cheddar flavored with chives and onions. Try this rich cheese on an omelet, in a twice-baked potato, melted over broccoli, or in a quesadilla. A perfect party tray cheese, kids love it too.



Delft Bleu
Between Rotterdam and Den Hague, lies Delft, home to fine craftsmanship. Delft Bleu, a cows milk cheese, is rich and creamy with a buttery mellow taste and a clean finish. Delft has a nice underlying sweetness and is not at all salty. Not only is this cheese delicious, the attractive blue veins intermingle in the milky whiteness resembling the lovely blue and white Delftware, as if it were broken and put back together again



Irish Cheddar
County Tipperary of Ireland is the idyllic setting for the production of delicious Tipperary Irish Cheddar. Tipperary Cheese, aged over twelve months, has a rich creamy texture, which just melts in your mouth. It has a delicious sharp taste, which satisfies the appetite for a snack whether on a cracker or a slice of bread. The rich yellow color in Tipperary Cheddar comes about as a result of plentiful Beta Carotene in the milk, which develops in the rich, fertile grasses that feed the cattle.



Parmigiano Reggiano
Made from raw cow's milk. Only milk produced between May 1 and November 11 is used in producing the true Parmigiano-Reggiano cheese. The only additive allowed is salt which the cheese absorbs while being submerged for 20 days in brine tanks saturated to near total salinity with Mediterranean sea salt. The product is aged an average of two years. True Parmigiano-Reggiano cheese has a complex fruity/nutty taste with a slightly gritty texture.