

# Cheese Press



## July New Product Launches

### Cover Story

Featuring the New:

#### La Cabaña

- A new exclusive brand for ANCO
- For non-PDO Spanish cheeses.

La Cabana originated in 1940 in a small village on Spain's northern coast. Named after the typical houses of the northern coast region, La Cabana cheeses are recognized all over Spain for high quality cheeses the whole family can enjoy.

#### Il Villaggio

2 new cheeses added to the Il Villaggio Line

Il Villaggio Mozzarella di Bufala is available.

Also:  
- Introducing Ile de France Chèvre moussu

**Page 2**  
Check out our Early Winners

Container Deals – Get them while their hot!

**Page 3**  
Ile de France Summer Promotion

Il Villaggio 's very own website! Check it out !

ANCO other news  
- Employee News

**Page 4**  
Special Thanks to our Brokers

Product is Here!!!

#### Iberico



Bulk Item # 111340-001  
Pack/size: 2/7.7 lbs

R/W: 111340-100  
Pack/size: 10/7-9 oz.

- Aged 3 months.
- Firm and beige in color with irregular holes. Full bodied flavor that is rich, nutty and slightly sweet. Well-balanced proportions are used to give the best flavor of each milk: creamy and mellow from the cow, sweet and nutty from the sheep, and herbaceous notes from the goat.
- (Maximum 50% cow's milk, Minimum 15% sheep's milk Minimum 15% goat's milk)



#### Rosemary Goat

Bulk Item # 111340-001  
Pack/size: 1/28lbs

R/W: 098127-100  
Pack/size: 10/7-9 oz.

- Animals fed an all natural diet.
- Pale color with a creamy, melt in mouth texture.
- A great balance between the goat cheese flavor and the fresh herbs.

#### Asiago Fresco PDO



Bulk Item # 098127-001  
Pack/size: 1/28lbs

R/W Item #: 098127-100  
Pack size: 10/7-9 oz

- Made only in the low lying pastures of northeast Italy.
- Semi-soft with irregular holes
- Pale in color with a sweet, creamy mild flavor and taste of fresh milk.
- A great addition to the Asiago d'Allevo (milk from mountain pastures & aged 12 months).



#### Montasio Mezzano PDO



Bulk Item # 098128-001  
Pack/size: 1/12.5 lbs

R/W Item #: 098128-100  
Pack size: 10/7-9 oz.

- Recipe is traced back to the 13th century.
- Aged 6 months.
- Beige in color with a sweet, nutty flavor and a good tangy kick.

**NEW** Cheese Highlight:



Whipped Goat Cheese  
All Natural  
Light in texture  
Rich in flavor

Item # 012180-001  
Pack Size: 6 / 4.41 OZ

Mozzarella di Bufala is available!



# 092110-001  
Pack/size: 6/4.4 oz.

Item #: 092115-001  
Pack size: 6/7 oz.



Guaranteed 100% Buffalo milk, never frozen. High in protein and low in fat, this creamy, savory cheese has notes of pleasing sourness that lingers on the tongue.



# Early Winners

*Special Thanks to our 'Early Winners', they were first to pick up these yummy new items!*

- Trader Joe's: October Spotlight
- Winn-Dixie: 314 stores
- Publix: 40 stores



**Red Fox**  
 Item #: 063550-001  
 Pack/Size: 2/5.5 lbs

The award-winning team at Belton Farm created a Red Leicester Crunch that has proved to be a runaway success! Made from a unique recipe using carefully selected cultures and matured for over 15 months. The cheese is russet in color with a rugged mouth-feel and a hint of 'crunch'. Its unique sweet and savory flavor is intense and complex.



Bronze Medal



The Sainsbury Trophy  
 (Best New Dairy Product)  
 Gold Medal  
 Silver Medal



Best Small Cheese Producer



- Winn-Dixie: 240 stores

**Belton Farm  
 Mature Cheddar Bites**  
 Item # 063115-001  
 Pack/size: 100/0.7 OZ  
 -----  
 Item # 063115-150  
 Pack/size: 10/3.5 OZ

Enjoy all the flavor of Belton Farm Mature Cheddar in our new 80 calorie snacking size. Crafted using only rBST-free cow's milk, meticulously aged for 1 year and carefully selected at its peak. Mild and slightly tangy with a hint of nuttiness.

Available in **Bulk** or **Re-sealable Bag with Peg Hole**



- Winn-Dixie: 287stores

**Wensleydale Creamery EW Wedges:**  
 Same great flavors that you already know and love! Perfectly portioned 5.3 oz easy-to-open consumer packs each with its own UPC barcode.



**Wensleydale w/ Apricot**  
 Item #: 063316-001  
 Pack Size: 6/5.3 oz



**Wensleydale w/ Cranberry**  
 Item #: 063315-001  
 Pack Size: 6/5.3 oz



**Abbot's Gold**  
 Item #: 063317-001  
 Pack Size: 6/5.3 oz

**Container Deals!!!**  
 (June 21<sup>st</sup> – Sept. 22<sup>nd</sup>)  
 Containers are already at SFI!



**Real Yorkshire Wensleydale  
 w/ Strawberries & Cream**  
 Item # 550215-001  
 Pack/size: 4/2.4 lbs



The delectable sweet & creamy flavor provides endless options for refreshing summer treats.



**Chevette Mild  
 Goat Gouda**  
 Item # 081368-001  
 Pack/size: 1/9 lbs



Made from only 100% fresh Dutch goat's milk and has a wonderfully mild & slightly tangy flavor.

**July is the month where Ile de France line is to be promoted at store level.  
For further details please contact your Sales person.**

Extra actions coming your way this month:



Item # 015070-001  
Pack Size: 12 / 3.5 OZ

**10,000 \$1 OFF**  
**on pack IRC's**  
on Ile de France®  
Roquefort EW wedge  
**In stores by week of**  
**July 22<sup>nd</sup>**



**July and August:**  
**150,000 neck hanger on**  
**St Francis wine**  
**(nationwide promotion):**  
**Buy 1 bottle of St Francis wine**  
**and get \$1 OFF on any**  
**Ile de France cheese**

**To create exposure outside**  
**the Deli!**

## **Il Villaggio website launch : A new Platform to communicate to end consumers**

*A new level of exposure in today's influential digital world. Allows communication about the brand and the authentic cheese Il Villaggio® has to offer! From the history of the cheeses to the recipes and pairings, the website makes it easy to get excited to start cooking and entertaining!*



**CHECK US OUT!**

[www.ilvillaggiocheese.com](http://www.ilvillaggiocheese.com)

### **EMPLOYEE NEWS CORNER**

**John Pearson** will be taking on a new role as Sr. Director, Procurement.

Please join us in welcoming **Uri Bornstein** as the new VP of Supply Chain for the Northeast.



## 2013 Broker Awards



*This year at the 2013 IDDBA Show, we honored our Top brokers by awarding them with beautiful plaques to express our gratitude for their commitment and dedication to ANCO Fine Cheese.*

### Broker of the Year

Presented to B & A Brokers New York  
In Recognition of your National Achievement with  
Dairyland /Chef's Warehouse

### National Food Service Broker of the Year

Presented To Presenture

### National Retail Broker of the Year

Presented To Priority Food Marketing

### West Coast Division Broker of the Year

Presented To Insight Sales & Marketing, Inc.

### South East Division Broker of the Year

Presented To Pinnacle Food Sales & Marketing

### North East Division Broker of the Year

Presented To B & A Brokers

**Congratulations to All!**

