



FOR IMMEDIATE RELEASE

Savor the Holidays with The Cheeses Of France

PORTLAND, Maine (October, 2008) - Make your holiday gathering memorable with a scrumptious selection of unique cheeses from France. A cheese plate is a mouth-watering and easy way to entertain with style this holiday season.

France produces a broad variety of cheeses made from goat, sheep and cow's milk. Brie, Camembert, Comté and Roquefort are just a few of the most recognized names in cheese, but there are literally hundreds of French cheeses to choose from, making it easy to find a crowd-pleasing selection for the most discerning of guests.

“The fromage plate is a celebration of the remarkable diversity of French cheeses—the abundant variety of flavors, textures, colors and aromas that characterize the ‘taste of place,’ or ‘terroir,’ unique to each region in France,” said acclaimed cheese expert and James Beard winner Max McCalman, author of *The Cheese Plate*, the definitive book on the art of creating the perfect cheese course, and *Cheese, a Connoisseur's Guide to the World's Best*. “It's easy to create your own distinctive combination and pairings for the holidays,” said McCalman. “Making a fromage plate is a great way to express your personality and style, and it makes a wonderful conversation piece.”

Major grocery stores, specialty cheese shops and many online cheese purveyors offer wonderful selections of superb French cheeses all year, but will also have special seasonal selections for the holidays. “Just make sure you buy only what you need for a short time, because it's best to serve cheese at its peak of freshness. Also, don't be shy in asking for a taste or for a fresh cut. Fromagers love cheese and want to share their passion for cheese with you so ask away!”

For more information about The Cheeses of France and to get more cheese plate suggestions, visit http://www.cheesesoffrance.com/delicious_dishes.html.

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