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FOR IMMEDIATE RELEASE

Make Mother's Day Special with The Cheeses of France

PORTLAND, Maine (May 2, 2008) — Struggling with what to get mom for Mother's Day? Surprise her with a gourmet gift of specialty cheeses from France. Whether preparing Mother's Day brunch or just looking for an unforgettable gift, any one of the hundreds of French cheeses make the perfect Mother's Day treat.

France produces a remarkable diversity of cheeses made from goat, sheep and cow's milk, Camembert, Comté and Roquefort are just a few of the most recognized names in fromage but there are literally hundreds of French favorites to choose from, making it easy to find a special, mouth-watering selection for any occasion.

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 of *Cheese, a Connoisseur's Guide to the World's Best*, has prepared a morning cheese plate perfect for Mother's Day brunch (<http://www.cheesesoffrance.com/coffee.php>).

The Coffee Plate includes France's finest such as Crottin frais, Fleur due Maquis, Mimolette, and Ossau-Iraty. "Some put cream in their coffee, I have mine black with cheese. The good milky flavors of young, mild cheeses work best — and it's very nutritional," said McCalman.

The Coffee Plate offers just the right selection of sweet, fruity and flavorful French cheeses to enjoy with brunch. The recommended tasting order is as follows:

Crottin frais. A young goat's milk cheese from the Périgord region east of Bordeaux. This natural rind cheese has a soft and creamy texture and a light nutty flavor. If you can't find it, ask for: Chabichou du Poitou, Boucantrin, Rove des Garrigues, fresh or aged goat cheese.

Fleur du Maquis—Corsica. An artisanal ewe's milk cheese from the island of Corsica, whose name translates as "flower of the maquis," the French term for the scrubby local terrain. Soft, mild and aromatic, with a dusting of bluish mold that is encrusted with rosemary or savory. If you can't find it, ask for: An herb-encrusted fresh cheese from Corsica or Provence, Tomme de Grand-Mère.

Mimolette—Nord-Pas de Calais. Produced in Flanders in the northernmost region of France, this pasteurized cow's milk cheese is pressed, cooked and shaped like a cannonball. Mimolette hardens as it ages, its interior turning a deeper orange and acquiring a mouthwatering array of fruity, nutty flavors. Best when aged 18 months or more. If you can't find it, ask for: Aged Comté or Beaufort

Ossau-Iraty. (AOC) Farmhouse made and ripened in a Benedictine abbey in the Basque region of southwestern France. The recipe for this sheep's milk cheese is 3,000 years old. It is semi-hard with a fairly dense, concentrated consistency and delicious sweet, fruit, nutty flavors. If you can't find it, ask for: Another sheep's milk cheese made in the French Pyrénées like Abbaye de Belloc for instance.

About The Cheeses of France

Visit www.cheesesoffrance.com to see Max McCalman's Mother's Day creation and ideas for seasonal Fromage Plates, everyday entertaining and unique pairing ideas with wine, liquor, beer and more. Max offers expert tips on the art of creating the ultimate Fromage Plate experience.

Please contact Jennifer Reamer at jreamer@swardlick.com for Mother's Day Fromage Plate photography or additional information.

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