



Media Contact:

Jennifer Reamer
Swardlick Marketing Group
207-775-4100 (Ext. 312)
jreamer@swardlick.com

FOR IMMEDIATE RELEASE

Wine and Dine Your Sweetheart with The Cheeses of France

PORTLAND, Maine (February 1, 2008) — Bring a touch of France to your Valentine’s Day table this year with the romantic and succulent selections of specialty cheeses from France. Express your love with food, pairing flavorful French cheese with Champagne or a Sauternes wine for a match made in heaven.

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 romantic plate for two (<http://www.cheesesoffrance.com/valentine.php>) that’s designed with fromage lovers in mind. The plate includes French favorites Camembert, Comté and Roquefort. Paired with Champagne “...this is a very romantic plate for two, featuring three of the most popular cheeses produced in France,” said McCalman.

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 a romantic occasion.

About The Cheeses of France

Visit www.cheesesoffrance.com to see Max McCalman's Valentine's Day creation and ideas for seasonal Fromage Plates, everyday entertaining and unique pairing ideas with wine, liquor, coffee 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 Valentine's Day Fromage Plate photography or additional information.

###