

# THIRD ANNUAL CALIFORNIA



Sharon, Jennifer and Scott Bice of Redwood Hill Farm



Marin French Cheese Company Triple Cream aging

## Friday, March 20

### 6-7:30 PM / Meet the Artisans: Welcome Reception and Tasting

An informal reception to give festival guests a chance to meet and talk with cheesemakers, experts and chefs. Enjoy a bounty of artisan cheeses and pairings, wine and more. Hosted by the California Artisan Cheese Guild. Ticket: \$40

### 7:30 PM / Petaluma Dine-Around

Local chefs feature artisan cheese on special dinner menus. Petaluma restaurants include Della Fattoria (with Cowgirl Creamery), Cucina Paradiso (with Bellwether Farms), and Central Market (with Point Reyes Farmstead Cheese Company). Restaurants in nearby towns include Zazu and Syrah in Santa Rosa, Eloise in Sebastopol, and Zin in Healdsburg.

## Saturday, March 21

### 9 AM -3:30 PM / Seminar Day Program

Seminar Day Pass ticket includes Opening General Session (9-10 AM) and choice of 3 additional seminar selections. All seminars include cheese tasting. Lunch included. Seminar Day Pass: \$130

### 8-8:45 AM / Check-in and registration.

### 9-10 AM / General Session: Preserving and Advancing the Artisan Foods Movement

Begin your day of immersion in artisan cheese appreciation with a stimulating look at how producers and consumers work in concert to grow the artisan food landscape. Noted author and food consultant Clark Wolf leads a distinguished panel of experts. Included with Seminar Day Pass Also with the Seminar Day Pass, you may choose one seminar from each of the following three sessions:

### 10:15-11:30 AM / Seminar Session 1

#### Best Farming Practices Yield Best Artisan Food

Learn how the internationally acclaimed Humane Raised and Handled Farm Animal certification insures best quality cheese and wine for our table. Presenters: Debra Dickerson & Diana Solari, 3D Cheese.

### Blues Around the World

Taste and compare the best and most famous blue cheeses from around the world paired with vintage Port and craft beer presented by Paul Mugnier of Dow's and Tony McGee of Lagunitas. Presenters: Jill Giacomini Basch & Lynn Giacomini Stray, Point Reyes Farmstead Cheese Company.

### Pairing Beyond Beverages

Pair artisan cheese with irresistible combinations of sweet and savory delights. Presenter: Juliana Uruburu, Market Hall Pasta Shop, Oakland.

### Cheese Essentials

Learn to navigate a cheese counter anywhere in the world by recognizing the basic characteristics of Laura's Eight Styles of Cheese, paired with Sonoma wines. Presenter: Laura Werlin, Award-winning Author.

### 11:30 AM-12:30 PM / Lunch

Included with the Seminar Day Pass and provided by Petaluma Market Catering.

### 12:45-2 PM / Seminar Session 2

#### You Be the Judge

No experience necessary! Learn to use the same techniques to taste and evaluate cheese as the judges in national competitions. Presenter: Janet Fletcher, Award-winning author and experienced cheese judge.

### Strong Cheese and Stout Brews

Join the ongoing debate about these friends in fermentation: beer and artisan cheese. Explore why beer and cheese may be the hot item of the day. Presenters: Gordon Edgar, Author and Cheese Buyer, Rainbow Grocery Cooperative, and Raymond Hook, Cheese Works West.

### Cheese Appreciation

Take time to sniff, sample and savor all of the nuances in artisan cheese and learn to identify your favorites. Presenter: Judy Creighton, The Cheese School of San Francisco.

### Go Local-Global with the Cowgirls

Join our favorite cheese cowgirls for a taste of what's happening in cheesemaking regions of the U.S. and around the globe. Presenters: Sue Conley & Peggy Smith, Cowgirl Creamery.

### 2:15-3:30 PM / Seminar Session 3

#### Chef's Secrets - Artisan Cheese in Everyday Cooking

Learn from Kelsie Kerr as she demonstrates her inside tips on making easy, delicious recipes with artisan cheese - even the little leftover bits. Presenter: Kelsie Kerr, Director, the Cooking School at Cavallo Point.

A Thank You

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One coupon per guest per visit. Redeemable for one glass of house wine, no cash value.