

COWGIRL



CREAMERY

ARTISAN & FARMSTEAD CHEESE
2011 HOLIDAY/WINTER





A SHARED SENSE OF PLACE

For us, starting Cowgirl Creamery was an act of community engagement.

Having cultivated relationships with many exceptional Marin and Sonoma County farmers during our restaurant days, the two of us were eager to join the ongoing movement to preserve the land, the traditions, and most importantly, the delicious homegrown products of this beautiful place. Learning to make artisan cheese with Straus Family Dairy's lush organic milk was an obvious (if ambitious) way to join in.

From there, we felt our way around until we discovered other ways to make ourselves useful. **Marin Agricultural Land Trust, Marin Organic, California Artisan Cheese Guild:** we participate in these endeavors because we love this place and we love what we do. But more than that, we know that all of us have a better chance of success when the community works together.

And you're part of it. By purchasing local artisan cheeses, dairy products, produce and meat, you're joining our community, contributing to a sustainable agricultural system and ensuring a delicious future for all.

Happy Holidays,
Sue and Peggy



What's the difference between Artisan and Farmstead cheese?

Artisan cheeses are handcrafted by experienced cheesemakers who develop relationships with dairy farmers to secure the finest local milk. Farmstead cheeses are made by the dairy farmers themselves, on the same property where their families live and their animals graze.



CLASSIC COWGIRL COLLECTION

Show your love with this trio of award-winning certified organic classics, including the bold up-and-comer, our bestseller, and our get-it-before-it's-gone seasonal selection.

RED HAWK (10 oz). Try our rich and pungent RED HAWK in our Potato Gratin recipe (on our website) or add it to your own!

MT TAM (8 oz). We call our creamy, best selling MT TAM the universal wine pairing cheese. Try it with almost any wine before or after dinner.

DEVIL'S GULCH (8 oz). Our winter seasonal cheese was introduced to the world at the Los Angeles County Fair this year where it won a first place ribbon in the mold ripened category. Way to go Cowgirls!

\$65 + FedEx Next Day

HOLIDAY COLLECTION

These classics satisfy every expectation for the traditional holiday cheese board. Watch as they get gobbled right before your very eyes.

MT TAM (8 oz). Our creamy classic provides the perfect balance between the caramel flavors in Stilton and the meaty goodness of Cabot's Clothbound Cheddar.

Colston Bassett Stilton (12 oz). An English holiday treat, made creamy and complex with careful aging and traditional rennet. Enjoy Stilton with a glass of port or a rich stout beer.

Cabot Clothbound Cheddar (12 oz). Cabot, one of America's oldest dairy cooperatives, delivers "green cheese" to upstart neighbor Jasper Hill Cellars, where the young cheese is wrapped in cheesecloth and aged for 18–24 months in purpose-built caves.



\$65 + FedEx Next Day

LOCAL AND ORGANIC

Founded by a tenacious bunch of farmers, ranchers and healthy food advocates, Marin Organic's mission is to transform Marin County into a local, sustainable food system where everyone and everything thrives. As board chair, Peggy's favorite project is the School Lunch and Gleaning Program. Gleaned food is produce that would otherwise be left in the fields because it doesn't meet the strict aesthetic requirements of restaurants and retail markets. Throughout the year, this can account for up to 20% of what is grown, from leeks and beets to meat and ice cream.

So far, 10,000 children in participating schools, camps and underserved communities have enjoyed healthy, homegrown and low-cost lunches from Marin's gleaned produce.

Learn more, join and donate at www.marinorganic.com.

COWGIRL DELUXE ORGANIC



Hold on to your hats! Our eponymous deluxe collection includes four of our award winning, certified organic, incredibly delicious cheeses packed in our wooden cheese safe for secure nibbling. Cheese papers and a bag of locally baked olive oil and sea salt Cowgirl Creamery Crackers means you're equipped to share the full Cowgirl experience at your holiday table.

RED HAWK (10 oz). Our more adventurous customers are drawn to this bold triple cream, with its pungent washed rind and sumptuous interior. Made exclusively in Point Reyes with organic milk from Straus Dairy.

MT TAM (8 oz). Our most beloved cheese is named for a local landmark: the majestic Mt. Tamalpais. This soft-textured triple cream was our first foray into aged cheeses and it remains our most popular.

DEVIL'S GULCH (8 oz). Our winter cheese is made with rich Jersey cow milk from John Taverna's Dairy, then dusted with spicy-sweet pepper flakes from All Star Organics. It's as smooth, lovely and luscious as it is locavore.

WAGON WHEEL (12 oz). Born out of collaboration with renowned San Francisco chefs, this smooth, tasty semi-firm cheese is ready to roll with most any meal. Try it melted, grated, grilled and snacked!

\$115 + FedEx Next Day



TOMALES BAY COLLECTION

Taste the terroir of California's wild north coast, where small scale dairies produce exceptional milk and artisans handcraft some of the best cheeses in the country. If three is not enough for your holiday gathering, consider the Tomales Bay Deluxe (page 9).

MT TAM (8 oz). Cowgirl Creamery is proud to be a part of the growing cluster of cheesemakers that has sprouted up over the past ten years in our region. Everybody's favorite, MT TAM, is included in this collection of fine local cheeses.

Point Reyes Farmstead Original Blue (6 oz). The contented cows that produce milk for this sweet and creamy blue cheese graze on organic pastures overlooking Tomales Bay. The farm's spectacular location surely contributes to the herbal, salty flavors in the cheese.

Bellwether Farms Carmody (8 oz). Named for the country road that runs past the farm, mellow and rich Carmody is made with local Jersey milk by the mother and son team of Cindy and Liam Callahan.

\$48 + FedEx Next Day

STILTON AND HONEY

Colston Bassett Stilton (12 oz). This hand ladled blue cheese is aged four months to produce an incredibly succulent cheese with a moist, crumbly texture and a deep, syrupy intensity. We include a jar of locally collected **Marshall's Honey** (3 oz) to add the perfect touch of sweetness.

\$42 + FedEx Next Day



FARMLAND FOREVER

The first of its kind in the United States, Marin Agricultural Land Trust (MALT) pioneered the use of agricultural conservation easements as a way to permanently protect farmland.

MALT was founded in 1980 by dairywoman Ellen Straus and wetlands biologist Phyllis Faber in response to the rapid development threatening to overtake Marin County farmland. Local ranchers and environmentalists came together to give ranching a second chance through a combination of restrictive zoning, land use regulations, active governmental support, and the establishment of MALT's agricultural conservation easement program that enables landowning families to meet financial challenges without having to sell, divide or develop their property.

Since its birth, the organization has permanently preserved over 44,100 acres of farmland that might otherwise have been sold or developed. We have 60,000 acres to go! Join Sue and the gang in their efforts to preserve the Marin we know, love, and feast so happily from.

Visit www.malt.org.

MALT COLLECTION



Salute farmers and savor the local flavor with this trio of daring and distinctive cheeses, each made with milk produced on pastures protected by MALT's agricultural easements.

RED HAWK (10 oz). The wild bacteria that define our bold, sumptuous, washed-rind triple cream cheese are native to Point Reyes; in fact, we could not make this cheese anywhere else.

Point Reyes Farmstead Original Blue (6 oz). Luxurious cream complements bright fruit and the briny essence of Point Reyes coastal pastureland.

Nicasio Valley Cheese Company Loma Alta (8 oz). A soft Northern Italian-style cheese from the only certified organic farmstead dairy in California.

\$52 + FedEx Next Day

HATS OFF TO THE NEXT GENERATION OF CHEESEMAKERS



This May, our Head Cheesemaker Maureen Cunnie signed the graduation certificates of the inaugural class of College of Marin's Artisan Cheese Certificate Program. Brainchild of the California Artisan Cheese Guild (of which Maureen is president), this program is one of only a handful in the country that provide amateurs and enthusiasts with a place to learn how to make small-production cheese. The courses are taught by industry experts, including Daphne Zepos, who leads students through an introductory course that covers the origins and traditions of artisan cheese. Other courses involve the technical aspects of the business, ranging from starter cultures to cheese chemistry and manufacturing practices.

Says Sue: *"I only wish we'd had this kind of program when we started. We've got a remarkable cluster of skilled artisan cheesemakers here in northern California, and now we have a venue to pass what we've learned to the next generation."*



EVERYBODY'S FAVORITE

Our crowd-pleasing triple-cream **MT TAM** (8 oz) comes wrapped in a bright red Cowgirl bandanna and enclosed in a branded Shaker-style wooden box.

\$35 + FedEx Next Day

SLOW FOODS CHEESE BRA ITALY, 2011

Every other year, Europe's finest cheesemakers, mongers, affineurs and aficionados descend upon this small Italian town to celebrate the art of cheese. Created by Italy's Slow Food Association, the festival includes talks, tastings, workshops, a pizza piazza, and one of the liveliest cheese markets ever assembled. **2011 was only the second year American producers were invited to participate, and Cowgirl Creamery was there.** In early September, representing California amidst renowned international producers that included our favorite Englishmen and mentors, Neal's Yard Dairy, Sue and Peggy brought Red Hawk to Via degli Affinatori (Affineur's Alley).

The trip served as a reminder that cheese, like so many of the foods we savor these days, is a global business that can only thrive when its roots are well tended. We're proud to bring our Northern California cheeses to taste buds around the world while ensuring that the way we do business nourishes our community. That means supporting, sharing with and learning from small-production cheesemakers both near and far. The world of cheese is, after all, a small one.



AMERICAN CLASSICS COLLECTION

These iconic cheeses are the stuff of party legend—not to mention critical acclaim. Widely loved, they're also intimately local, evoking the land and traditions from which they were born.

MT TAM (8 oz). Congrats to our cheesemakers who won a red ribbon for MT TAM in the crowded American Classics category at the American Cheese Society competition.

Humboldt Fog (16 oz). The line of wood ash that rolls through this light, tangy goat cheese is a nod to Arcata's famous fog.

Pleasant Ridge Reserve (12 oz). Nut, caramel and fruit traverse the palate like the cows grazing Wisconsin's ridgetop pastures. This cheese was named "Best of Class" at this year's American Cheese Society competition.

\$75 + FedEx Next Day



TOMALES BAY DELUXE COLLECTION

The deluxe treatment includes all three cheeses from our Tomales Bay Collection (Page 5) plus two more exceptional cheeses and a bag of our locally baked crostini-style, olive oil and sea salt crackers.

MT TAM (8 oz). Smooth butter and hints of white mushroom distinguish our firm, elegant triple cream made from Straus Family Dairy single-herd, unblended organic milk.

Point Reyes Farmstead Original Blue (6 oz). Made just a few miles north of our Point Reyes creamery on the Giacomini Ranch, this tart and creamy blue has become a California classic. *Pairing Tip:* try it stuffed in green olives for a party-popping amuse bouche.

Bellwether Farms Carmody (8 oz). Semi-firm and golden, the smooth buttermilk flavor captures the essence of West Sonoma's golden pastures.

Valley Ford Cheese Company Estero Gold (12 oz). Rich, savory and semi-firm, it's named for the Estero Americano that flows west of the farm.

Redwood Hill Crottin (3 oz). Bold acidity mingles with the herbaceous fennel and sage growing on Sebastopol's coastal pastures.

\$72 + FedEx Next Day



What is a cheesemonger?

A cheesemonger is the friendly face behind the cheese counter. These knowledgeable folks provide a critical step in maintaining cheese quality from the cheesemaker's aging room to the market, and finally, to your home table.

JOIN THE CLUB!

Cheese Club members are invited to experience the flavors of unique, hard-to-find artisan and farmstead cheeses delivered directly to your home or office.

Club Benefits. Join any club or purchase a total of ten cheese collections to receive a one-year, 10% discount on all cheese purchases (web, mail order, or in our stores).

Club Gift. The first shipment of any club includes a club gift—two wooden handled cheese knives and a bamboo cheese board branded with the Cowgirl Creamery logo.

Club Schedules. Clubs can be started at any time. We usually ship on the third Wednesday of each month. Delivery dates can be changed to fit your schedule. Just give us a ring.



GIVE IT A WHIRL



Three Month Club

Fromage, queso, formaggio, paneer, käse ... the world's cheesemakers have been hard at work for centuries defining the practices and flavors we enjoy today. This club introduces three artisan cheeses, hand selected by the cowgirls, each month.

\$199/3 months + FedEx Next Day

It Starts Here!



Give it a Whirl and **Around the World** start with the **Holiday Collection** pictured above: Colston Bassett Stilton, MT TAM, and Cabot Clothbound Cheddar.

AROUND THE WORLD

Six Month Club

This is the six-month version of Give It a Whirl, supplying three cheeses per month, starting with the Holiday Collection:

MT TAM (8 oz). The perfect balance between the caramel flavors in Stilton and the meaty goodness of Cabot's Clothbound Cheddar.

Colston Bassett Stilton (12 oz). An English holiday treat, made creamy and complex with careful aging and traditional rennet. Enjoy Stilton with a glass of port or a rich stout beer.

Cabot Clothbound Cheddar (8 oz). Cabot, one of America's oldest dairy cooperatives delivers "green cheese" to upstart neighbor Jasper Hill Cellars, where the young cheese is wrapped in cheesecloth and aged for 18-24 months in purpose-built caves.

\$359/6 months + FedEx Next Day



CHEESE ALL THE TIME

12 Month Club



Who *doesn't* want cheese all the time? We ship one pound of fantastic artisan cheese with a worthy accompaniment every month for a year.

The first selection includes an entire pound of **Colston Bassett Stilton** from Nottinghamshire, England. Today, the name Colston Bassett is synonymous with Stilton. This blue cheese is hand ladled, then aged for four months to produce an incredibly succulent cheese with a moist, crumbly texture and a deep, syrupy complexity. We include a jar of locally collected **Marshall's Honey** to add the perfect touch of sweetness.

\$579/12 months + FedEx Next Day

THE ENTERTAINER

Simply put, it's our party in a box. Pick up some wine, add 12-15 cheese-appreciating friends, and the rest of the evening will take care of itself.

MT TAM (8 oz). Always the life of the party, MT TAM is often the first cheese to disappear from the table.

Beecher's Handmade Cheese Flagship Reserve (12 oz). A sweet yet sharp clothbound cheddar from Pike Place Market's reigning artisan cheesemaker.

Abbaye de Belloc (16 oz). This satiny semi-hard raw sheep cheese is as virtuous as the Benedictine monks who've made it for centuries.

Challerhocker (12 oz). A lovable malty-sweet, aged cheese reflecting wild pastures and cellar aging traditions of the Swiss Alps.

Colton Bassett Stilton (12 oz). The classic British holiday blue.

Garrotxa (1/2 wheel). Fertile grasses and a traditional recipe give this Catalan goat cheese a flaky, melt-on-the-tongue texture.

Add the following cheeselover's accoutrements ...

- A handcrafted **Creminelli Salami** (5.5 oz)
- Two bags of **Cowgirl Creamery olive oil and sea salt crackers**



- A wooden **Cowgirl Cheese Safe** for storing your cheese
- **Cheese papers** for wrapping your cheese
- **Sagaform Cheese Knives** (set of 2)
- Nana Mae's **Mostarda Preserves** (6 oz)
- A striped **Cannon cheese board** (10" X 10")

... and all that's left to do is enjoy!

\$278 + FedEx Next Day

JUST THE CHEESE

Our Entertainer minus the cheeselover's accoutrements.

\$178 plus FedEx Next Day



Wondering what to do with the rind?

Precious cheese should never go to waste, no matter how small the nibble. Look on our website for tips on making good use of those rinds, ends and odd bits. Recipes include Red Hawk Potato Gratin and Cowgirl Mac and Cheese.



WEST COAST COLLECTION

The west coast artisan cheese community is going gangbusters! This collection celebrates the culture and creativity of four maverick cheesemakers as they mix heritage with terroir to create a new breed of classics.

DEVIL'S GULCH (8 oz). Tastes of Wild West Marin emerge in this cheese made from local, certified organic Jersey milk and finished with bright sweet peppers grown on neighboring farms.

Crater Lake Blue (7 oz). Robust and silk-textured, the blue-green veins mirror the blue intensity of Oregon's Crater Lake.

Central Coast Creamery Goat Gouda (8 oz). This "off-the-grid" cheese mixes goat milk and cream for a light, flaky body and smooth, full-bodied flavor.

Barinaga Ranch Baserri (8 oz). Basque heritage meets Marshall farmland in this rich, nutty and exquisite raw milk sheep cheese.

\$72 + FedEx Next Day

HOW TO PURCHASE CHEESE

Visit Our Website

www.cowgirlcreamery.com

Buy cheese online, learn about the cheeses and the cheesemakers we work with from our **Library of Cheese**, sign up for a **tour**, join a **cheese club**, sign up on our **mailing list**, and learn more about our company.

Call Us Toll Free: 1-866-433-7834

Monday–Friday, 8 AM–4 PM PST



Join our fan club on facebook! www.facebook.com/cowgirlcreamery

Visit Our Shops



The Original Shop

Cowgirl Creamery and Cantina • 415-663-9335

80 Fourth Street, Point Reyes Station, CA 94956

The Cowgirl Cantina features a menu of exquisite, locally produced picnic fare, wine, charcuterie, and of course, cheese. This is where RED HAWK is born and raised.



Cowgirl Creamery

• 415-362-9354

1 Ferry Building #17, San Francisco, CA 94111

Our cheese shop in the historic Ferry Building is home to dozens of artisan cheeses and organic dairy products, locally made and imported from around the world.



Sidekick

• 415-392-4000

1 Ferry Building #19, San Francisco, CA 94111

Next time you are at the Ferry Building, stop by our new cheese-centric eatery. Enjoy raclette, cheese broth, a mozzarella salad or an open faced melted cheese sandwich accompanied by a San Francisco Cream Soda.



Cowgirl Creamery, Washington DC

• 202-393-6880

919 F Street NW, Washington, D.C. 20004

Featuring cheeses of the South and Mid-Atlantic, our East Coast store also serves lunch-to-go and offers a great selection of wine and charcuterie.



COWGIRL GIFT CERTIFICATE

Give thanks, send love, send cheese. Our gift certificates are available in \$25 increments and come in Cowgirl-cute note cards. Good for purchases in our stores or by mail order. No shipping charge.

SHIPPING INFORMATION

cowgirlcreamery.com or call toll free: 1-866-433-7834

Shipping and Charges

Cheese collections, boxed and shipped individually, are sent FedEx Next Day, Monday through Wednesday (except as noted below).

Shipping charges are based on the weight of the collection and the state to which the order is being shipped.

Be sure to add a separate shipping charge for each selection you order. Charges for clubs are based on the zone, multiplied by the number of months in the club. Please refer to the chart below to determine the appropriate fees.



Holiday Shipping

During the holidays, we ship within three days of the requested ship date, Monday through Wednesday only.

There will be no shipping on Wednesday, November 23.

Zone/Cost of Next-Day Shipping

CHEESE COLLECTIONS

	1	2	3	4
American Classics/\$75	\$10	\$20	\$22	\$34
Classic Cowgirl/\$65	\$10	\$20	\$22	\$34
Cowgirl Deluxe/\$115	\$14	\$24	\$26	\$38
Entertainer/\$278	\$18	\$28	\$30	\$42
Everybody's Favorite/\$35	\$10	\$20	\$22	\$34
Holiday Collection/\$65	\$10	\$20	\$22	\$34
Just the Cheese/\$178	\$14	\$24	\$26	\$38
MALT Collection/\$52	\$10	\$20	\$22	\$34
Stilton and Honey/\$42	\$10	\$20	\$22	\$34
Tomales Bay Collection/\$48	\$10	\$20	\$22	\$34
Tomales Bay Deluxe/\$72	\$10	\$20	\$22	\$34
West Coast Collection/\$72	\$10	\$20	\$22	\$34

CHEESE CLUBS (shipping fees based on zone costs x number of months)

Give It a Whirl, 3 months/\$199	\$30	\$60	\$66	\$102
Around the World, 6 months/\$359	\$60	\$120	\$132	\$204
Cheese All the Time, 12 months/\$579	\$120	\$240	\$264	\$408

GIFT CERTIFICATES



Free Shipping

Rush shipping for gift certificates is available. Please call.



105 H Street
Petaluma, CA 94952

PRSR-TSTD
U.S. POSTAGE
PAID
DMS INC



EVERYBODY'S FAVORITE

Our crowd-pleasing triple-cream **MT TAM** (8 oz) comes wrapped in a bright red Cowgirl bandanna and enclosed in a branded, Shaker-style wooden box. Find it on **page 7**.