



Saturday, March 27

8:00 – 8:45 a.m.

Check-in and registration

General Session

9:00 – 10:00 a.m.

Hands in Our Food: The Next Generation of Farmers

1st Floor, Ballroom A

Begin your day of immersion in artisan cheese appreciation with some of our local heroes. Guest speaker Anya Fernald, Director of Live Culture Co., shares her passion for food by introducing us to multi-generational farmers and a few of the new kids on the block.

Morning Sessions

10:15 – 11:30 a.m.

California Cheese & Their European Ancestors

4th Floor, Western Meadowlark

California is a melting pot, and that is doubly true when it comes to cheese. We have dairies making Basque-, Dutch-, and Swiss-inspired cheeses. Come, meet these cheesemakers, and hear how they adapted age-old European recipes. Taste Old World cheeses next to their New World equivalents in an attempt to find a terroir that could be called distinctively Californian.

Presenter: Juliana Uruburu, cheese director, *Market Hall Pasta Shop*

What's Age Got to Do with It?

4th Floor, Northern Harrier

Plenty, when it comes to cheese. In this seminar you will experience the changes wrought by time as you sample under-ripe, perfectly ripe and even over-the-hill versions of selected cheeses. Learn how to recognize signs of ripeness and signs of decay in washed rind, bloomy rind and other styles of cheese. You'll improve your shopping prowess and your understanding of the dynamics of cheese maturation.

Presenter: Janet Fletcher, award-winning author and *San Francisco Chronicle* cheese columnist

Eating Across America

4th Floor, American Kestrel

What is happening in American artisan cheese? Founders of *Culture Magazine* lead a cross-country survey and tasting of artisan cheeses washed down with American wines.

Presenters: Kate Arding and Thalassa Skinner, co-founders, *Culture magazine*

Cheese Essentials

1th Floor, Ballroom B

If you've ever been overwhelmed by the number of cheeses at the cheese store, then Cheese Essentials is the seminar for you. Laura Werlin will guide you through her *Eight Basic Styles of Cheese* and a cheese and wine pairing (yes, there will be wine too!).

Presenter: Laura Werlin, award-winning author

Cheesemaking Demo: Fresh Ricotta

Festival Tent

Yes, you can make cheese at home. In this demonstration you'll learn from the professionals how to make fresh Ricotta and how to use it in recipes.

Presenters: Liam Callahan, cheesemaker, *Bellwether Farms* and Margo True, food editor, *Sunset* magazine

Lunch Break

Festival Tent

11:30 a.m. – 12:30 p.m.

Lunch is catered by the Petaluma Market and is included with the Seminar Day Pass.

Afternoon Sessions

12:45 – 1:45 p.m.

Spirited Cheese

4th Floor, Northern Harrier

The art of pairing spirits with cheese is rarely given the attention it deserves. Explore handcrafted artisan cheeses paired with sake, whiskey, grappa and other fermented libations. Whether it's a peaty Scotch paired with an earthy cheddar or a bright citrusy sake paired with an aged goat cheese, the fun will be in the exploration.

Presenter: Wil Edwards, *The Artisan Food School*

Demystifying Raw and Pasteurized Cheeses

4th Floor, American Kestrel

What is the difference between raw and pasteurized milk? Is raw milk cheese safe? How does one pasteurize milk anyway? If you've asked or thought about any of these questions and still don't have an answer, these experienced cheesemakers will help you sort it all out and taste the differences for yourself.

Presenters: Mariano Gonzalez, *Fiscalini Cheese Company*, Kurt Dammeier, *Beecher's Handmade Cheese* and Sasha Davies, author and cheese expert

The Blue Course

Mezzanine, Snowy Egret

Blue cheese for breakfast? Lunch? How about dinner and dessert? The co-creators of Point Reyes Original Blue Cheese will show you how this flavor-filled cheese fits into all meals, all seasons and all types of entertaining.

Presenters: Jill Giacomini Basch & Lynn Giacomini Stray, *Pt. Reyes Farmstead Cheese Company*

What's New with the Cowgirls?

1th Floor, Ballroom B

Cowgirls Sue Conley and Peg Smith are the two titans of California artisanal cheese. As such, they've earned the right to keep the topic of their seminar a surprise. The curious would be wise to register early, though, because the Cowgirls always sell out their session.

Presenters: Sue Conley & Peggy Smith, *Cowgirl Creamery*

12:45 – 3:00 p.m.

Creamery Tour: Cowgirl Creamery and Marin French Cheese Company

Lobby

You'll be kept busy for the afternoon with visits to two local Petaluma creameries. Choose this tour for both of the afternoon options, because you'll be off-site to learn the soup to nuts of cheesemaking at its finest. You'll arrive back at the Sheraton by 3:30. Round trip shuttle bus provided by Pure Luxury Transportation.

2:15 – 3:30 p.m.

Meet the New Wave

4th Floor, American Kestrel

As big as the artisan food movement is becoming, no one is experiencing the kind of explosion in growth that artisan cheesemakers are experiencing right now. Meet the founders of four new California companies whose first cheeses debuted just last year. Learn how they made their cheesemaking dreams a reality and taste their latest creations.

Presenter: Doralice Handal, proprietor, *The Cheese Shop of Healdsburg*

Curds and Suds

4th Floor, Northern Harrier

Cheese pairs just as well--and some argue better--with beer as it does with wine. Learn how and why with Chef Andy Wild, who will share with you his personal passion for brews and cheese, and why he named his new son Porter.

Presenters: Chef Andy Wild, culinary instructor, *CIA Greystone*, Napa Valley

Presenting the Perfect Cheese Platter

4th Floor, Western Meadowlark

Learn to create a beautiful cheese tray for everyday entertaining or a special occasion. We'll cover such topics as selecting the right assortment of cheeses and accompaniments, handling and care, presentation and service, and end with a hands-on workshop.

Presenter: Sara Vivencio, founder, *The Cheese School of San Francisco*, and Anthea Stolz, cheese buyer, *Bi-Rite Market*

Traveling the Washington Cheese Trail

Mezzanine, Snowing Egret

It may be called the Evergreen State, but Washington is home to more than just trees. It is also the place where some of America's most exciting new cheeses are being made. Join Seattle-based Beecher's Handmade Cheese company founder (and entertainer extraordinaire) Kurt Dammeier and American cheese flag-waver Laura Werlin as they take you through a tasting of Washington state cheeses paired with the equally extraordinary Washington wines for this sure to be fun and educational seminar.

Presenters: Kurt Dammeier, *Beecher's Handmade Cheese*, and Laura Werlin, award-winning author of *The New American Cheese*, *The All-American Cheese & Wine Book*, *Cheese Essential's* and *Grilled Cheese*

Cheesemaking Demo: Fromage Blanc

Festival Tent

In this cheesemaking demonstration you'll learn the secret to making Fromage Blanc at home just like Cowgirl Creamery makes it, with recipes and ideas for enjoying it.

Presenter: Maureen Cunnie, cheesemaker, *Cowgirl Creamery* and Elaine Johnson, associate editor, *Sunset* magazine