

Tastybytes

Volume 1, Issue 2

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2005

TASTE

ARTISAN CHEESE & GOURMET SHOP

HOURS
Tuesday-Saturday 11am-7pm
Sunday Noon-5pm
Closed Monday

1243 1/2 University Avenue
HILLCREST
619.683.2306
www.ArtisanCheeseShop.com

TASTE THE FLAVORS of FALL

Greetings,

It's time to bid adieu to another spectacular San Diego summer. Now that picnic baskets have been replaced by lunch boxes, we figured it was time to send out a new issue of TASTYbytes. We've added so

many new items recently that it's not possible to write about them all. (Besides, it's a lot more fun to come see for yourself!) In addition to amazing new CHEESE DISCOVERIES, we've also brought in a range of cutlery and serving utensils from MESSERMEISTER and others, savory ingredients such as SUGAR RANCH FENNEL POLLEN, and locally hand-crafted treats from A TASTE OF EUROPE and ECLIPSE CHOCOLAT. We hope reading about all these delectable delights prompts you to stop in for a visit sometime soon. When you do, we'll be ready with a TASTE!

Bon appetite,
Mary & George

TASTY NEW ARRIVALS

ARINA Semi-firm Spanish goat's milk cheese. Creamy texture and rich flavor.

RONCAL Firm m sheep's milk cheese from Spain. Akin to Zamorano.

SHEPHERD'S WHEEL Tasty, soft sheep's milk cheese from Old Chatham Shepherding Company in Hudson Valley, NY.

CARMODY Although it's made in California, the folks at Bellwether Farms describe this as an "Italian Table Cheese". It has a rich buttery finish that pairs well with lush Chardonnay wines.

PURPLE HAZE Creamy California goat cheese infused with lavender and fennel pollen. Another flavorful gem from Cypress Grove Creamery.

GOOSE LIVER MOUSSE w/SAUTERNE This rich, decadent mousse imparts a slightly sweet finish. A delicious treat!

FENNEL POLLEN, MESSERMEISTER UTENSILS & ECLIPSE CHOCOLAT See more new products plus a yummy recipe on Page Two.

HAPPENINGS OCTOBER 2005



SEE
What's NEW
on PAGE TWO



OCTOBER 1st 7-10pm FUEGO DE LAS LUCES NEGRAS
GALLERY1243 presents a special Black Light Installation by collaborating artists Nigel Brookes, Iain Gunn and Mark Hinkley. We'll open the shop in celebration of this unique display and hope you'll plan to attend— this will be shown for one night only @ TASTE!

OCTOBER 8th 4-6pm GALLERY1243 ARTIST RECEPTION
Featuring "Fuego de los Muertos", a collection of photographs and artwork inspired by Burning Man. Participating artists will be on hand to discuss their work and the festival. Plan to stop in before heading to Ray at Night in North Park!

OCTOBER 18th BASICS OF PAIRING CHEESE & WINE
We're teaming up with our friends at Wine Steals on this one. Course fee TBD. Call 619.683.2306 to reserve your space— this one will fill up fast!



OCTOBER 31st HAPPY HALLOWEEN!

FALL FORWARD

We like Fall and it irks us when retailers jump the gun on the holidays by putting out Christmas decorations before Halloween. You won't find that at TASTE, but planning ahead, well that's a necessary part of our business. So it's time to start filling our calendars and yours with plans for holiday parties, corporate gifts, etc., and we'd like you to consider letting us be a part of your plans this year. We are currently taking pre-orders for events, holiday trays and gift baskets. And if you're one of those who likes to plan early, we even have a reward for you. If you order a holiday platter or gift basket of at least \$50 before 12/1/05 (actual delivery can be anytime before 12/31/05) we'll knock 10% off your total. You see, by planning ahead, you're helping us plan ahead too— and we appreciate it! We can provide cheese plates and platters, complete with all the accoutrement, for home or office gatherings of all sizes. We also offer gift baskets, boxes, and other custom creations for unique and heartily appreciated gifts. Have a couple or a hundred fussy clients to buy for? We got you covered. Send us an email and let us know how we can help. And, Happy Halloween!

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ECLIPSE CHOCOLAT
Chocolate-making as Alchemy

"These Oughta Be Illegal!"

That's what Mary said the first time she tasted Eclipse Chocolat Confections. Made by hand in the kitchen of William Gustwiller, these unique and exotic chocolates are simply incredible. Bars with flavors like Blueberry Sage and Coconut Lime, truffles such as Caramel Chocolate Ganache topped with Lavender infused Grey Sea Salt, and quaint "Asian Take Out" boxes filled with Espresso Bark and Triple Chocolate Toffee are not to be missed. William uses only the finest chocolate and cream, and unique spices, herbs and fruits. Come get 'em while they're still legal!



DISCOVER **SugarRanch**
FENNEL POLLEN
NOW at **TASTE**

As certifiable foodies, we're always on the lookout for exotic new ingredients and flavors. When one of George's wine buddies told him about fennel pollen a few years ago, we just had to try it and we've been hooked ever since. (Check out George's FP recipe on this page) Grown on the sunny inland and coastal fields of California, the extremely aromatic fennel plant is well-known and has many uses. However, the use of fennel pollen as a spice has only emerged in recent years and is still fairly limited. And because the process of harvesting the pollen is so tedious, it's also expensive. The fennel plant's tiny yellow flowers are hand picked at the peak of their bloom to ensure the best pollen is obtained. The blooms are laid out to dry and the flowers are then screened numerous times to remove all stems and gather the pollen. While it may be new to you, some of our favorite chefs including Bernard Guillas of The Marine Room in La Jolla, have been incorporating recipes with fennel pollen into their menus for some time. This versatile spice is used on meat, poultry, fish, vegetables and desserts. Fennel pollen is even being used to flavor cheese. California producer Cypress Grove blends the spice with lavender to flavor its Purple Haze Chevre.

If you haven't tried fennel pollen yet, you're in for a treat!

To UNSUBSCRIBE send an email to
taste@artisanscheeseshop.com

GEORGE'S STUFFED VEAL CHOPS W/FENNEL POLLEN & SPANISH PAPRIKA

4 loin Veal Chops, preferably 1 1/2 " or thicker

4 oz. Serrano Ham (use prosciutto if Serrano isn't available)

4 oz. P'Tit Basque (or other semi-firm sheep's milk cheese)

One tsp Fennel Pollen

1/2 tsp Sweet Spanish Paprika (or high-quality Hungarian Paprika)

1/2 tsp finely minced fresh thyme
salt and pepper to taste

High quality Extra-Virgin Olive Oil (EVOO), as needed

1. Preheat grill, or oven to 400-degrees.
2. Using a thin, sharp knife, slit a pocket into side of each veal chop, being careful not to slice all the way to the bone. Use a wooden spoon handle to enlarge pocket.
3. Return meat to refrigerator to chill.
4. In a small bowl, mix the fennel pollen, paprika, thyme, salt and pepper until well blended. Add just enough EVOO to make mixture into a wet paste to the consistency of hot oatmeal. [Remember, it's easier to add more olive oil than dry spices.]
5. Remove veal chops from the fridge.
 6. Dip your finger in the spice mixture and rub tiny amount into pocket of each chop to dampen. Veal is a delicate meat, so don't use too much.
 7. Stuff each chop with 1 oz. ham and 1 oz. cheese.
 8. Rub a light coating of the remaining spice mixture all over the outside of the veal chops.
 9. Grill chops approximately 5 min per side, OR cook in oven at 400-degrees for 10 -12 minutes, until the outside browns but the inside remains pink, and the cheese just begins to melt.
10. Cover with foil. Let stand at least 10 minutes before serving. Pair w/ a medium bodied Rioja or Cotes du Rhone.

TASTE THIS RECIPE!

MESSERMEISTER CUTLERY
NEW AT TASTE

Crafted of German steel in Solingen, home of great cutlery, Messermeister is world-renowned as one of the finest knife and accessory manufacturers. Taste now carries an assortment of Messermeister cheese knives, planes, wires, and cork-screws. Whether shopping for your kitchen or a special gift for that hard to please foodie friend, we've got some cool, quality accessories to look over. We can also special order any of the Messermeister products you desire.



.....Coming Soon.....

In addition to the Messermeister products, we'll soon be stocking John Boos cutting boards, Microplane graters and zesters, and a lots of other gourmet goodies.