



California's Well-Known Clover Stornetta Introduces 'Everyday Artisanal' Cheeses

Company Is Collaborating With Several Local Artisan Cheese Makers To Develop Specific Recipes Using 100% Clover Milk

Petaluma, CA—California's well-known dairy company Clover Stornetta announced this week that it is extending its expertise to a new small-batch premium cheese line made in partnership with several California cheese makers.

Clover Stornetta is best known for its natural and organic fluid milk and cream and other dairy products, including yogurt, sour cream, cottage cheese, butter, and ice cream. The company's products are distributed in California and in several other western states.

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Benedetti Claussen,
Clover Stornetta

"We've had a steeped history in the milk industry, and now we want to apply those values, traditions, and authenticity with our dairy families to extend from milk to cheese," explained Marcus Benedetti, Clover's president and CEO. "This line is about locally made, premium quality, everyday artisanal cheese at an affordable price."

For its new line of "Everyday Artisanal" cheese, Clover collaborated with a select group of local artisan cheese makers, renowned for their commitment to small-scale cheesemaking, to develop

specific recipes using 100 percent Clover milk.

Cheese artisans Bob Laffranchi of Loleta Cheese Company, Loleta, CA; Edwin Rizo of Rizo-Lopez Foods, Modesto, CA; and Ben Gregerson and John Dundon of Sierra Nevada Cheese, Willows, CA, are the first chosen cheese makers. Each runs a family-owned, multi-generational, local business.

Cheese varieties available from Clover Stornetta include Sharp, Medium and Mild Cheddar; Monterey and Pepper Jack; Mozzarella; Havarti; and Mexican Blend. Clover cheeses are available in block, shred, and sliced forms, in resealable eight-ounce and 12-ounce see-through packages.

"Clover's dairy program is very unique here in California as well as the country. They've made a very sincere effort at working with dairy families to produce the best milk, and they've lined up small cheese producers that will take personal care in making the cheese," said Steve Gaddis, owner of Pacific Cheese. "This represents a program that few across the country have taken the effort to do."

Pacific Cheese will work closely with the three specialty cheese companies at this time that Clover milk will be shipped into, Gaddis explained. Pacific Cheese will work closely with the operations to ensure that the quality is maintained for Clover.

The cheese products will then go to Pacific Cheese's packaging plant and the company will convert them into a variety of products for Clover, Gaddis continued. Pacific Cheese will produce chunks, shreds and slices and give Clover the "full range" of natural cheese products that will meet Clover's customers' needs.

"One of the things that's unique about being at Clover and what we're doing with this cheese project is that we're also working

with other family businesses," said Joanie Benedetti Claussen, Clover's director of marketing.

"And the unique thing about a family business is that you're not professionally trained in some cases. You are who you are and you bring to the table what you bring to the table, and in this case, we have a lot of great big personalities who love what they do every day and it comes across in the taste of the cheese," Benedetti Claussen added.

There is a waiting list to become one of the few dairy families in Sonoma and Marin counties with whom Clover works closely to produce the highest quality natural and organic fluid milk on the market, the company said.

The combination of Northern California coastal climate, abundant green pastures, and humane management of small, closed dairy herds yields arguably the best-tasting and cleanest milk in the US, the company added.

"Our way is not to crunch data to analyze opportunities, but rather to listen to our consumers and trade partners, and use the milk from the greatest milkshed in the country to develop new products, then trust there will be consumers for whom that makes a difference," Marcus Benedetti said.

"When we look at the industry changes from generation to generation, there is an opportunity to do a little soul searching and find out what you stand for. We think the story of the milk matters most, and everything that's in that loop - small family business, sustainable practices, animal compassion - all the tenets that we stand for," said Kiowa Saunders, who led the development of the cheese line at Clover.

"This is by far the hardest thing I've ever attempted to do," Saunders continued. First, "because of the characters involved."

And second, "I think that this is

a story that only we can tell. And we can tell it because we've mastered our craft in the fluid dairy business and now we're applying that craft to further processed goods," Saunders added.

"If you look at the micro-climates in the United States, there's none more diverse than our area of Northern California, the North Coast," said Dan Benedetti, chairman of Clover Stornetta. "So we've known this little secret that we've had up here in Northern California all these years about incredible products."

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Steve Gaddis,
Pacific Cheese

"Now, for the first time, we'll be able to tell that story to the rest of the nation," Dan Benedetti added.

"The values that Clover and the cheese makers and our company all share is a commitment to quality and to represent the product that we believe in," Gaddis said. "It's a personal commitment of all of our families to what we represent the product to be."

"We believe that at Clover, we have produced the best milk, we have the best artisans, we have the best product," said John Bortels, Clover's vice president, sales and marketing.

For more details about the company's line of cheeses, visit www.cloverstornetta.com.

