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### **The Joan of Arc Brand Launches a New Collection of Goat Cheese & Goat Cheese Brie** **Goat Cheese Sales Up 12.5% Across the US**

*Moonachie, NJ* – The import division of DCI Cheese Company is proud to launch a new line of Joan of Arc Goat Cheese and Goat Cheese Brie. DCI is a leading cheese and prepared food company that offers both domestic and international imported specialty cheese. “Joan of Arc is in its 90<sup>th</sup> year as a brand. They have a long standing tradition and reputation for excellence. Their brie has always been a core product for our company,” says Debbie Seife, Director of Marketing for the import division of DCI. “Now we have extended the popular Joan of Arc line to include some great new products – goat cheese brie and goat cheese logs that come in four flavors.”



The Joan of Arc line is enjoying such great success with the new product line launch that the company anticipates stepping up their distribution so that the goat cheese logs and goat cheese brie can be offered in increasing numbers of retailers across the country. “We started off by offering the Joan of Arc goat cheese products to a few select markets across the country as we began to introduce the line to consumers,” says Seife. “We are enjoying a great response, so it’s time for us to start increasing our distribution to be more widespread across the country. Goat cheese is a growing market for US consumers with a 12.5% increase nationwide.”\*

The Joan of Arc Chèvre Brie, French for goat cheese brie, is an interesting culinary twist for cheese lovers who may be more familiar with brie that is made from cow milk. The goat cheese brie is a delicious soft ripened white bloomy cheese that has a soft milky interior and a firm rounded rind. Brie should be eaten when it is “affine,” or fully ripened, and should always be served at room temperature so that its full texture and flavor is allowed to develop. Brie is a party favorite when

served with fresh fruits and walnuts or layered with sun-dried tomatoes. Try pairing fruity red wines such as Bordeaux or Burgundy with brie.

The Joan of Arc goat cheese logs are offered in four gourmet flavors that bring out the distinct sharp taste of the chèvre – au natural, fig, cranberry and cinnamon, and peppadew™. The goat cheese logs have a very robust flavor that is somewhat dry and crumbly in texture. Chèvre is considered a gourmet high-end cheese that is perfect as an appetizer, an ingredient in a meal, or even a dessert cheese. Goat cheese is fantastic when served on a baguette with lightly drizzled extra virgin olive oil and then quickly broiled until it is bubbly and crusty. For a great brunch snack, use chèvre on a bagel with sun-dried tomatoes and fresh basil. For a dessert, serve with fresh cut fruit. Goat cheese can be deliciously paired with Rhone red wine and white wines such as Pouilly-Fume and Sancerre.

Chèvre is a cheese that is made from 100% goat milk and has a characteristically tart flavor. Goats produce less milk than cows do, and goat milk is higher in protein, full of calcium, richer, and more concentrated in flavor than cow milk. Goat cheese is easy to digest, taking only 45 minutes as opposed to the four hours it takes to digest cow milk cheese, making it a great alternative for lactose intolerant cheese lovers. There are dozens of different varieties of goat cheese produced today in a range of flavors and textures that can vary as much as any of the cheeses that are made from cow milk. Goat cheese is bright white in color, soft, slightly crumbly, and offered with various types of rinds, each with its own distinct set of characteristics and flavor. Goat cheese grows increasingly complex in flavor when aged and can range from mild and creamy to earthy and tangy.

To purchase Joan of Arc goat cheese logs and goat cheese brie, please visit your local retailer. If the newest line is not yet offered in your local store, be patient. Consumers will soon be able to purchase the Joan of Arc Chèvre line as the products become more available across the US. Joan of Arc products are also available at [www.idealcheese.com](http://www.idealcheese.com).

DCI Cheese Company is a leading cheese and prepared food company headquartered in Wisconsin that offers both domestic and international imported specialty cheeses. The import division of DCI is located in Moonachie, New Jersey. For corporate information, please visit [www.dcicheeseco.com](http://www.dcicheeseco.com) or for product information, please visit [www.swissrose.com](http://www.swissrose.com).

\*Source: Perishables Group FreshFacts® Powered by ACNielsen (1/27/07)

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