

Carr Valley CHEESE

— SINCE 1902 —

*Discover the flavor of Award Winning Cheeses
from the heart of Wisconsin's Dairyland*



*Handcrafted the old fashioned way
for more than 100 years!*

1-800-462-7258
www.carrvalleycheese.com



Retail Store Hours

LaValle (608) 986-2781

Monday-Saturday 8am to 4pm
Sunday closed

Mauston Factory Store (608) 847-6632

Monday-Saturday 9am to 5pm
Sunday 10am to 2pm

*Closed Sundays in January & February

Mauston (608) 847-4891

Monday-Saturday 9am to 5pm
Sunday 10am to 2pm

*Closed Sundays in January & February

Fennimore (608) 822-6416

Monday-Saturday 9am to 5pm
Sunday 10am to 4pm

Sauk City (608) 643-3441

Monday-Saturday 9:30am to 5:30pm
Sunday 10am to 5pm

Middleton (608) 824-2277

Monday-Saturday 10am to 6pm
Sunday 10am to 2pm

Wisconsin Dells (608) 254-7200

Monday-Sunday 10am to 8pm

Carr Valley Cheese

S3797 County G

LaValle, WI 53941



Carr Valley Cheese is one of America's finest specialty cheese plants. From traditional classics like expertly aged Cheddar to award-winning American Originals like Cocoa Cardona and Gran Canaria, our skilled cheesemakers turn milk delivered fresh from local dairy farms into more than 80 delicious cheese varieties.

Our family's passion for cheesemaking excellence runs deep. Today, fourth-generation owner **Sid Cook** is one of a small handful of certified Master Cheesemakers in the United States. It's a distinction awarded only to veteran Wisconsin craftsmen who complete a rigorous 15-year combined apprenticeship and advanced training and education program.

In the past five years alone, Carr Valley cheeses have won more than **180 top awards** in U.S. and international competitions. Many of these have been won by Sid's one-of-a-kind American Originals—artisan cheeses you won't find made anywhere else in the world.

For more than 100 years, we've built our business on a unique blend of old-world craftsmanship and creative cheesemaking innovation. We think it's a combination you're going to love!

Cheese Serving Tips & Ideas

For best flavor, allow most cheese varieties to stand (covered) at room temperature for 30-60 minutes before serving. The exception is soft fresh cheeses, which should be kept chilled.

To make a simple cheese tray, combine 4-oz. wedges of four or five different varieties of cheese on a platter or board. Provide a separate knife for each. Garnish with grapes, apple slices, dried apricots and roasted nuts and offer sliced French bread and/or crackers on the side.

Arrange cheeses on a cheese board to progress from mildest to strongest.

Offer a "vertical" Cheddar tasting, with Cheddar aged 1, 3, 5 and 10 years, to really appreciate how the flavor and texture changes as the cheese ages. Enjoy the differences and decide which age is your favorite.

How To Order

Call us at **1-800-462-7258** and let us know what you'd like. We're happy to ship anywhere in the continental United States (See shipping chart inside). The only hard part is choosing from among the many great cheeses we make. For newer artisan varieties with which you may not be familiar, we've included descriptions here. We also invite you to visit our website at **www.carrvalleycheese.com** for more information, recipes, pairing tips, serving suggestions, and more. You can place your order online too!

CUSTOM ORDERS

Use the table below to calculate estimated shipping costs. Additional costs apply for expedited shipping (\$15 to \$30) and for insulated containers (\$5), which we use at our discretion during warm weather to make sure that the cheese you receive is as great as it was when it left Carr Valley.

Weight	Cost	Weight	Cost
2 lbs.	\$15.75	10 lbs.	\$19.50
3 lbs.	\$16.25	11 lbs.	\$20.00
4 lbs.	\$16.50	12 lbs.	\$20.25
5 lbs.	\$17.00	15 lbs.	\$21.50
6 lbs.	\$17.50	20 lbs.	\$23.75
7 lbs.	\$18.00	25 lbs.	\$26.00
8 lbs.	\$18.50	30 lbs.	\$28.25
9 lbs.	\$19.00	35 lbs.	\$30.50

SHIPPING POLICIES

- We will do our best to see that your package arrives in great condition. However, we can't be responsible for weather damage or damage due to actions/neglect by the shipping company or the receiver.
- During the summer and for shipping to warm climates, we recommend upgrading to first- or second-day air in insulated containers. Additional charges apply.
- Christmas is our busiest season, so order early. Allow at least 14 days to make sure your gifts of great Carr Valley cheese arrive on time.
- Always refrigerate cheese upon arrival.

Carr Valley Gift Boxes

Everyone appreciates the gift of great Wisconsin Cheese! We're happy to package custom gift boxes for any occasion. Let us know what you'd like included or choose from among some of our most popular gift selections.

► CARR VALLEY'S OWN

This top seller is packaged in a special wooden collector's box. It bears our artist's etching of a rolling Wisconsin farm pasture and comes signed and dated. Choose from ...

A. Just the Cheese, Please (\$29.00 + \$15.00 shipping)

1 lb. each Medium Cheddar, Monterey Jack, Colby

B. Cheese & Sausage (\$29.00 + \$15.00 shipping)

1 lb. Mild Cheddar, 1 lb. Monterey Jack, 9 oz. Wis.-made sausage

► CHEDDAR GEM

We're famous for our Cheddar! This Gem (a cheesemaker's term for a just-right 3-lb. wheel) is handcrafted, bandage-wrapped and dipped in wax for careful aging. Cardboard gift box included or add \$8 for a classic round, handmade wooden cheese box. Choose from ...

A. Mild (\$19*) **C. Sharp** (\$23*) **E. XX-Sharp** (\$29*)

B. Medium (\$21*) **D. X-Sharp** (\$26*)

*Plus \$15 shipping

► CARR VALLEY PRIZE WINNERS

Judge for yourself! These gift boxes let you sample a variety of our award-winning artisan cheeses, personally selected by Sid. They're the perfect choice for the holidays, wine-and-cheese parties or other special occasions. Choose from ...

A. Pieces of Eight (\$80 + \$18 shipping)

8 different prize winners, 1/2 lb. of each

B. Sweet Sixteen (\$145 + \$25 shipping)

16 different prize winners, 1/2 lb. of each

► CLASSIC COW BOX (\$33.50 + \$15 shipping)

Four 1-lb. pieces of the following six varieties, all made at our LaValle Cheese Factory. Choose from ...

1. Hot Pepper Jack

4. Monterey Jack

2. Guernsey

5. Colby

3. Medium Cheddar

6. Sharp 1-Year Cheddar

Not sure which gift box to purchase?

Order a GIFT CERTIFICATE. It's always in good taste!



Goat's Milk Cheeses

This category is not limited to familiar fresh Chevre. Our goat cheeses are hand-crafted and aged to be completely unique.

BANDAGED BILLY – \$15.10/LB

Made in the American tradition, these wheels are bandage-wrapped and cave aged to achieve a pleasant, clean, slightly earthy flavor.

BILLY BLUE – \$17.10/LB

Made from fresh milk of pasture-grazed Wisconsin goats, it's aged four months for distinctive blue flavor. Took 2nd place at 2007 ACS awards.

CARDONA – \$14.10/LB

A wonderful cheese with a sweet, caramel flavor balanced by a slight nuttiness. Aged for several months, it makes an amazing grilled cheese sandwich with smoked ham or prosciutto.

AGED CARDONA – \$16.10/LB

Aged for over eight months, it has a firmer texture and is sweet with a slight nutty flavor. For added protection, it's dipped in brown wax prior to packaging.

CAVE AGED CARDONA – \$17.10/LB

A natural-rind cheese with subtle goat flavors and loads of complexity that comes from cave aging. It took 1st Place in its class at the 2003 U.S. Championship Cheese Contest.

COCOA CARDONA – \$15.10/LB

Chocolate and cheese unite in this award-winner. Made in 8-lb. wheels, our delicious Cardona is aged and rubbed with cocoa powder. The cocoa flavor is subtle, the rind a lovely brown. Took 1st place at the 2007 ACS awards.

GOAT CHEDDAR – \$11.10/LB

A Cheddar-style cheese for goat's milk cheese lovers. It's specially formulated by our Master Cheesemaker to have a mild flavor and soft, creamy body.

RIVER BEND GOAT – \$17.00/LB

Made from the fresh milk of pasture-grazed goats, this washed-rind cheese is cellar-cured for 12 weeks. It was created especially for the River Bend Club in Kohler, Wisconsin. Took 3rd place at the 2008 ACS awards.

SNOW WHITE GOAT CHEDDAR – \$16.30/LB

A cheddar style cheese for goat milk cheese lovers. Formulated by our master cheesemaker to have a fruity, floral flavor with a lot of complexity and a long finish. Won the prestigious "Best in show" at the 2008 American Cheese Society.

BARABOO BLUE – \$15.10/LB

An American Masterpiece that is a bright white goat cheese with tones of blue like the glaciers that once covered the Baraboo Bluffs. A new goat milk blue with a firm body, pungent blue flavor with a sweet complex finish.

Mixed Milk Cheeses

These uniquely flavorful cheeses are made with blends of cow, sheep and goat milk.

AIRCO – \$15.35/LB

A hickory-smoked, brown-rind cheese with a gentle smoked flavor that perfectly balances the sweetness of the cheese. Took 1st place at the 2008 ACS awards.

Artisan Cheeses & American Originals

Handcrafted in our Mauston Cheese Factory.
All Prices are Per Pound.

More detailed descriptions of our most unique cheeses on pp. 7-10.

Airco.....	15.35	Gouda, Aged	9.60
Apple Smoked Garlic Cheddar ...	9.30	Havarti	6.90
Apple Smoked Goat Cheddar.....	13.10	Honey Creek Cheddar	11.30
Ba Ba Blue	17.10	Irish Darby.....	9.60
Ba Ba Blue - Smoked.....	18.00	Irish Valley Cheddar.....	11.10
Bandaged Billy	15.10	Jenny Eye Reserve	11.10
Baraboo Blue.....	17.10	Jenny Eye Reserve, Smoked.....	13.10
Benedictine.....	15.10	Mammoth Cheddar	10.10
Bessie's Blend.....	11.10	Marisa	15.10
Billy Blue	17.10	Marisa, Aged	16.10
Billy Blue - Smoked	18.00	Marisa, Cave Aged	17.10
Black Goat Truffle	16.10	Mellage	14.10
Black Sheep Truffle	17.10	Mellage, Cave Aged.....	17.10
Bread Cheese	8.10	Menage.....	15.10
Canaria	15.10	Mixed Milk Swiss.....	13.60
Gran Canaria	17.10	Mobay.....	15.10
Cardona	14.10	Monastery	10.10
Cardona, Aged.....	16.10	Nannie Eye Reserve.....	13.10
Cardona, Cave Aged	17.10	Nannie Eye Reserve, Smoked.....	15.10
Chevre Au Lait.....	13.10	Peppa Gauda.....	8.60
Cocoa Cardona.....	15.10	Port Salute.....	9.10
Caso Bolo Mellage	15.10	River Bend Goat	17.00
Cranberry Chipotle Cheddar	9.10	River Bend Sheep	17.00
Crema Kasa	9.10	Rofumo	8.80
Double Gloucester	9.10	Shepherd's Blend	14.10
Edam Wedge.....	8.10	Sid's Bahl Baby Swiss	8.00
Feta (Cow).....	6.60	Smoked Fontina.....	9.60
Feta (Goat).....	11.10	Swedish Farmers Cheese	8.60
Feta (Sheep).....	11.10	Tom's Swiss.....	16.10
Feta (Sheep/Goat).....	11.10	Vintage Van Gough	9.60
Fondella	8.10	Virgin-Pine Native Blue.....	16.10
Fontina.....	7.55	Virgin-Pine Native Sheep Blue..	17.10
French Fontina.....	8.45	Virgin-Pine Native Blue Sheep..	17.10
Gouda Wedge	7.60	Snow White Goat Cheddar.....	16.00
Gouda, Smoked	8.60		

Wisconsin-Made Cheeses

Personally Selected or Aged by Sid.

Aged Swiss, 2+ years	11.80	Limburger (7 oz.).....	4.65
Asiago.....	8.30	Mozzarella	6.50
Baby Swiss Loaves	8.05	Mozzarella Whips (10 oz.)	6.40
Beer Käse.....	8.05	Muenster	6.80
Blue	8.05	Parmesan, 3+ years	8.05
Brick		Process Cheese	6.65
Mild.....	6.80	Bacon or Salami	
Medium	7.40	Provolone - Smoked	8.05
Cured	8.05	Raclette	9.80
Caraway	7.60	Romano	9.05
Brie.....	7.60	Rope Cheese, Plain	7.30
Butter Käse.....	8.70	Rope Cheese, Smoked	7.30
Chocolate Cheese	8.40	String Cheese (8 oz.)	4.60
Co-Jack.....	7.40	Swiss.....	8.05
Farmers Cheese (low-fat).....	7.80	Swiss Lace (low-fat).....	8.80
Gorgonzola (hard).....	8.05	Wunder Bar	8.05
Gruyere.....	9.80		

Wisconsin-Made Specialty Foods

Great Gift-Box Additions!

Old Wisconsin Sausage, 1-1/2 lb.	8.25
Old Wisconsin Sausage Beef, 9 oz.	4.50
Old Wisconsin Sausage Garlic, 9 oz.	4.50

Jams & Jellies: rhubarb, strawberry, blueberry, cherry, raspberry and gooseberry

Slacks Jams & Jellies (may substitute)

9 oz.	4.25
2-3/4 oz.....	1.75

Maple Syrup Jugs

1/2 pt.	5.75
1 pt.....	9.75

Cashew Brittle, Amish-Made

1/2-lb.	4.50
1 lb.....	7.75

Honey Bears (12 oz.).....	4.00
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Sheep's Milk Cheeses

Sheep dairying is a growing niche in Wisconsin. We love the cheeses we've created with their flavorful, high-butterfat milk.

BA BA BLUE – \$17.10/LB

A native Wisconsin sheep milk blue cheese, aged four months for intense pleasing blue flavor. Took 2nd place at the 2008 ACS awards.

CAVE AGED MARISA – \$17.10/LB

This natural-rind variety gets its complex, sweet and slightly rambunctious flavors from open-air cave aging. It was awarded 1st Place in its class at the 2005 American Cheese Society Competition and the prestigious “Best of Show – Grand Master Award” at the 2005 Wisconsin State Fair. Took 3rd runner up “Best of Show” and 1st place at the 2008 ACS awards.

MARISA – \$15.10/LB

A seasonal cheese made with milk from pastured Wisconsin sheep. It's white in color and its flavor is mellow, complex and sweet—qualities that reminded Sid of his daughter, Marisa, who he named the cheese after. Took 3rd place at the 2007 ACS awards.

RIVER BEND SHEEP – \$17.00/LB

Made from the fresh milk of pasture-grazed sheep, this washed rind cheese is cellar-cured for 12 weeks. Took 3rd place at the 2008 ACS awards.

VIRGIN-PINE NATIVE SHEEP BLUE – \$17.10/LB

Made from pasture-fed sheep milk, this bandaged American Original is cave aged for more than nine months. It has a harder body than our Virgin-Pine Native Blue cow's milk cheese, and sweet finish. Took 3rd place at the 2007 ACS awards.



Cow's Milk Cheeses

Ours are made with fresh milk delivered daily from neighboring family-owned dairy farms.

APPLE SMOKED CHEDDAR – \$10.30/LB

This white cheddar is apple smoked and then hand rubbed with paprika. It has a light smokey flavor that balances very well with the paprika. This cheese won 1st Place at the America Cheese Society in 2005 and 3rd Place at the 2006 World Cheese Competition.

APPLE SMOKED GARLIC CHEDDAR – \$10.30/LB

With flavor that's so bold, deep and delicious, Sid says this cheese should be placed on the "Controlled Substance" list! One try, and we think you will agree!

BREAD CHEESE – \$8.10/LB

In Finland, there's a cheese called Juustoleipa, which translates into "bread cheese." We bake ours before packaging so it has a nicely browned crust. Best served warm, it can be microwaved or sautéed for an easy appetizer or snack. Or, do as the Fins do and enjoy it with honey or jam and coffee at breakfast. Took 1st place at the 2008 ACS awards.

CAVE AGED CHEDDAR – \$15.00/LB

Wisconsin's only cave-aged Cheddar, this variety has a creamy color and beautiful natural rind that develops in the open-air cave. Sid says its earthy flavor is reminiscent of the cheese his family made over 100 years ago.

CRANBERRY CHIPOTLE CHEDDAR – \$8.80/LB

This white cheddar has cranberries and chipotle peppers throughout, bringing the taste of the best Texas barbecue sauce to your mouth with every bite, the heat comes on after 10 seconds bringing out the true flavor finish.

CREAMA KASA – \$9.10/LB

A rich and flavorful triple-cream cheese that's like pure heaven. Its flavor is buttery and piquant, perfect for spreading on warm, crusty bread.

MAMMOTH CHEDDAR – \$10.10/LB

This very old, traditional style of Cheddar making is almost a lost art—but not at Carr Valley. Ours are made in 74-lb. wheels that are cellar cured for at least 10 months. Native molds are allowed to grow on the surface of the cheese. The flavor is fresh and delicious, with fruity notes.

VIRGIN-PINE NATIVE BLUE – \$16.10/LB

Creamy in color with a natural bandaged rind. Unlike Blue cheese, which has mold spores added to the milk or curd, ours is matured and then pierced. This allows native molds in the aging cave to naturally penetrate the cheese. The flavor is earthy and distinctive.

Carr Valley Cheeses

Handcrafted in our LaValle Cheese Factory.
All Prices are Per Pound.

More detailed descriptions of our most unique cheeses on pp.7-10.

CHEDDARS

Squeaky-Fresh Cheddar Curds (eat within 2-5 days).....	5.29
Fresh Day-Old Cheddar	5.29
Baby Cheddar	5.79
Mild Cheddar	5.79
Medium Cheddar, orange or white	6.29

Aged Cheddar

1 year	7.00	5 year	11.00
2 year	8.00	6 year	12.00
3 year	9.00	8 year	18.00
4 year	10.00	10 year - white.....	22.00

5.5 lb. Wheel

Mild	32.00	Sharp.....	36.00
Medium	34.00	X-Sharp.....	38.00

Apple Smoked Cheddar	10.30
Beer Cheddar	8.10
Carr Valley Smoke House Cheddar	9.00
Cave Aged Cheddar	15.00
Cranberry Cheddar (seasonal).....	9.10
Cranberry Hickory Nut Cheddar	\$9.10
Daisy Hoop Wedges, Medium (in red wax).....	7.10
Garlic Cheddar.....	8.10
Goat Milk Cheddar	11.10
Guernsey Cheddar (white/yellow blend).....	8.10
Hickory Nut Cheddar (seasonal)	9.10
Horseradish Cheddar	8.60
Pinconning Cheddar	6.50
Wildflower Cheddar	7.00

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OTHER VARIETIES

Hot Pepper Jack	7.10
Hot Pepper Jack - Smoked	8.00
Monterey Jack	7.00
Traditional Wisconsin Colby	7.00
Veggie Jack	7.10

Carr Valley Cold Pack

Made with Natural Carr Valley Cheese Spreads.

8 oz. Garlic Cheddar.....	4.55
8 oz. Hickory Smoked Cheddar	4.55
8 oz. Horseradish Cheddar.....	4.55
8 oz. Sharp Cheddar	4.55
8 oz. Late Harvest Wine Cheddar	4.55
8 oz. Swiss Bacon	4.55

Mixed Milk Cheeses

(continued from previous page)

BENEDICTINE – \$15.10/LB

Cellar cured and hand rubbed for 12 weeks, this creamy, intensely flavored washed-rind specialty took 1st Place in its class in the 2003 U.S. Championship Cheese Contest.

BESSIE'S BLEND – \$11.10/LB

A wonderful combination of goat and cow milk. Cured for four months, the body is firm and the flavor is pleasantly nutty. Great for cooking and as a table cheese. Took 1st place at 2007 World Cheese Contest and "Best of Show" at 2006 Amercian Goat Association.

CANARIA – \$15.10/LB

A firm, Parmesan-like cheese, Canaria develops a wonderful fruity, nutty flavor from gentle curing in olive oil. Took 2nd place at the 2007 ACS awards.

CASA BOLO MELLAGE – \$15.10/LB

Made in 3-lb. balls, it's aged two years, and cut into wedges. Its flavor is complex and pleasing.

CAVE AGED MELLAGE – \$17.10/LB

Cured in specially designed aging caves, it develops the flavor complexity of sheep milk cheese with a slight goat finish. It took 1st Place in its class at the 2005 American Cheese Society Competition. Took 2nd place at the 2008 ACS awards.

GRAN CANARIA – \$17.10/LB

Aged longer—at least 2 years—this olive-oil-cured specialty is a real winner. It's fruity, nutty, intense, sweet and pungent all at the same time. It was judged Best of Show at the 2004 American Cheese Society Competition.

MENAGE – \$15.10/LB

This mixed-milk beauty is aged for intense flavor and a drier texture. It's dipped in a lovely wax as vibrant and green as Wisconsin's summer pastures. It took 1st Place in its class at the 2005 American Cheese Society Competition.

MOBAY – \$15.10/LB

Sid's take on French Morbier. It features a layer of sheep milk cheese and a layer of goat milk cheese separated by a layer of grape vine ash. Taste each layer separately and then together for three different flavor profiles in one great cheese. Took 1st place at the 2007 ACS awards.

SHEPHERD'S BLEND – \$14.10/LB

Cured for 10 weeks, it has a soft body and a subtle, complex flavor with notes of cow, sheep and goat milk.

Our Award-Winning Tradition

Carr Valley cheeses have won many top awards over the years. Here are a few recent awards we are proud of ...

2008 AWARDS

AMERICAN CHEESE SOCIETY

1st Place: Bread Cheese, Airco, Snow White Goat Cheddar
2nd Place: Black Goat Truffle, Aged Cardona, Cave Aged Mellige, Canaria, Medium Cheddar, 4 Year Cheddar, Ba Ba Blue
3rd Place: Monterrey Jack, Smoked Ba Ba Blue, Hickory Smoked Cheese Spread, River Bend Goat, River Bend Sheep
Best in Show: Snow White Goat Cheddar
2nd Runner Up: Cave Aged Marisa

WORLD CHEESE COMPETITION

Best In Class – 1st Place: Cocoa Cardona
2nd Place Carr Valley Garlic Spread
3rd Place Bandaged Cheddar
4th Place Mammoth Cheddar
Airco
Black Sheep Truffle
Cave Aged Mellige
Canaria

WISCONSIN STATE FAIR

2nd Place Aged Cardona
3rd Place Apple Smoked Cheddar

2007 AWARDS

AMERICAN CHEESE SOCIETY

1st Place Bread Cheese
2nd Place Canaria
3rd Place Shepherd's Blend
Cocoa Cardona
Aged Cardona
Sharp Cheddar
Mobay
Goat Cheddar
Cranberry Chipotle
Chevre Au Lait
10 Year Cheddar
4 Year Cheddar
Cave Aged Cheddar
Billy Blue
Virgin-Pine Native Sheep Blue
Black Sheep Truffle
Airco
Apple Smoked Goat Cheddar
Holiday Chevre
Late Harvest..
Apple Smoked Ba Ba Cheddar
Virgin-Pine..
...Wine Spread
Hickory Spread
... Native Sheep
Cave Aged Marisa
Marisa
Snow White..
River Bend Sheep
...Goat Cheddar
Monterrey Jack

U.S. CHAMPIONSHIP CHEESE CONTEST

1st Place Virgin-Pine Native Sheep
3rd Place Cranberry Chipotle
Apple Smoked Cheddar
Cocoa Cardona
Snow White Goat Cheddar
Black Sheep Truffle
Cave Aged Marisa

WORLD CHEESE CONTEST

1st Place Smoked Cheddar
2nd Place Apple Smoked Goat Cheddar
Bessie's Blend
Aged Cardona
Cave Aged Marisa