

P A S S P O R T

GIANT EAGLE
MARKET
DISTRICT.



A CHEESE ODYSSEY: AROUND THE WORLD AND BACK TO YOUR TABLE

Whether you are a serious turophile (cheese lover) or someone who just appreciates good food, the world of cheese offers flavors and textures to suit every palate and preference.

Nowhere is that more true than at Market District®, home to more than 400 varieties of specialty and artisan cheeses. In our cheese department you'll find dependable favorites as well as unique selections from around the globe — all eminently enjoyable on their own or with other foods, paired with wine or beer, or added to recipes.

This booklet is your passport to the world of cheese. It describes cheeses from the United States and around the world. It will help you become familiar with our cheese department, as well as provide you with tips for serving, pairing and storing cheese.

THE JOURNEY BEGINS NOW.

BON APPÉTIT!

FIRST STOP-- THE FRENCH CONNECTION

With signature artisan cheese produced in nearly every region, France is unquestionably one of the world's cheese capitals. Cheeses range from the light, fresh chèvres of the Loire Valley to bold, blue Roquefort in the south.

In the picturesque, rolling countryside of Normandy, Brie is royalty and Camembert is king. Brie Couronne offers exemplary flavor and texture: supple and creamy, with a subtle, earthy hint of mushrooms. This Brie is perfect as an opulent appetizer, or, topped with candied walnuts, as a dazzling dessert.

TRY THESE FRENCH CHEESES, TOO:

- Brillat Savarin Affine
- Bucherondin
- Delices De Bourgogne
- French Petit Munster
- Saint André Triple Cream



WHEN IN ROME ...

Eat Italian! Cheese is such an important part of the Italian menu that the country invented a prestigious — and very strict — cheese labeling system, the Denominazione di Origine Controllata, or D.O.C., to maintain consistently high standards. The D.O.C. label is earned by fewer than 30 cheeses.

The most famous D.O.C. cheese — Parmigiano-Reggiano — is made from unpasteurized cow's milk, and features a sharp, salty, caramel-like flavor that complements an astonishing range of foods. Italians — as well as many cheese connoisseurs — consider it the world's greatest cheese.

Produced exclusively between the months of April and November, Parmigiano's flavor and appearance reflect the seasons: spring cheeses are delicate and pale, summer cheeses dark and robust, while autumn cheeses are rich and golden.

TRY THESE ITALIAN CHEESES, TOO:

- Piave 2 month & 12 month
- Asiago Fresco
- Trugole
- Gorgonzola Dolce & Gorgonzola Extra Creamy
- Montasio
- Taleggio





How Cheese is Made

There are several hundred varieties of cheese, ranging from basic to exotic, but they all have one thing in common: a basic, four-step production process.

- 1. GOT MILK?** THIS IS WHERE IT ALL STARTS. THE SOURCE OF MILK – COW, GOAT OR SHEEP – AND WHETHER IT'S BEEN PASTEURIZED OR NOT DETERMINE A CHEESE'S FLAVOR AND QUALITY.
- 2. ADD SOME CULTURE.** ONCE THE MILK IS WARMED, THE CHEESEMAKER ADDS A NATURAL ENZYME TO HELP FORM THE CURD. THIS HELPS DETERMINE THE CHEESE'S TEXTURE.
- 3. CUT. COOK. CONCENTRATE.** AFTER THE CURD HAS SET, IT IS CUT AND COOKED IN ORDER TO EXTRACT THE LIQUID. SOFTER CHEESES ARE CUT COARSELY AND COOKED MINIMALLY, WHILE HARDER CHEESES ARE CUT FINELY AND COOKED LONGER. THEN, THE CURD IS SALTED AND PLACED INTO MOLDS.
- 4. RIPEN AND AGE.** WHILE THE CLIMATE IS CLOSELY MONITORED, "GOOD" BACTERIA FROM THE CULTURE SPEND THE NEXT SEVERAL DAYS (OR YEARS) DEVELOPING THE CHEESE'S FLAVOR AND TEXTURE.

THE BRITISH INVASION

Cheese practically rules Britannia, where the cool sea air and vast, lush pastures play a key part in producing the high-quality cow's milk used in English and Irish cheeses.



Noble blue Stilton reigns supreme in the United Kingdom, and for good reason. Its unique, appealing natural rind encases a powerful blue whose accents of honey and tobacco reveal themselves in wave after wave of flavor. Stilton is truly one of the world's great blues.

TRY THESE U.K. CHEESES, TOO:

- Sage Derby
- Huntsman Double Gloucester with Stilton
- Stripey Jack

GOING DUTCH

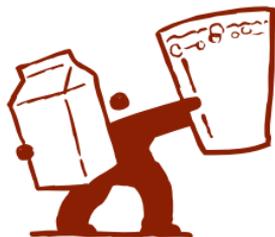
Beemster cheeses come from the “Beemster Polder,” Dutch farmland once submerged below sea level. Its mineral-rich soil gives the grasses a unique quality, and cows grazing here produce milk with sweeter, softer milk fat, resulting in flavorful cheeses that can't be produced elsewhere.

TRY THESE DUTCH CHEESES:

- Beemster XO 26 month aged Gouda
- Beemster Classic aged for 18 months
- Vlaskaas



For your Travels: A Cheese Primer



Before setting off on your trip, it's a good idea to learn the languages and become familiar with the diversity of cheeses you'll encounter. Here are a few tips to help you understand some cheeses you'll be meeting.

RAW MILK CHEESES. THESE CHEESES ARE CHARACTERIZED BY THEIR FULL, BOLD FLAVORS. THIS IS BECAUSE THEY'RE MADE FROM UNPASTEURIZED MILK. RAW MILK CHEESES SOLD IN THE U.S. MUST BE AGED AT LEAST 60 DAYS. SUGGEST TRYING: PARMIGIANO-REGGIANO, CAVE-AGED EMMENTALER, POINT REYES BLUE.

BLUE CHEESES. THESE ARE EASILY RECOGNIZABLE BY THEIR DISTINCTIVE BLUE-GREEN VEINING, A RESULT OF BEING INJECTED WITH PENICILLIUM MOLD CULTURES DURING THE RIPENING PROCESS. SUGGEST TRYING: MAYTAG BLUE, ROQUEFORT, STILTON, GORGONZOLA, DANISH BLUE.

FRESH CHEESES. LITTLE OR NO CUTTING, COOKING OR RIPENING TAKES PLACE HERE. HOWEVER, YOU'LL WANT TO EAT THEM WHILE THEY'RE FRESH. SUGGEST TRYING: MOZZARELLA, RICOTTA, MASCARPONE, CREAM CHEESES, CHÈVRE.

CHEDDAR. THESE POSSESS A UNIQUELY FIRM TEXTURE THAT'S CREATED BY "CHEDDARING" – A STEP DURING WHICH THE CURD IS STACKED AND PRESSED PRIOR TO COOKING.

SOFT-RIPENED CHEESES. THESE SEMISOFT VARIETIES WITH A WHITE RIND ARE SPRAYED OR RUBBED WITH MOLD CULTURES DURING THE FINAL STAGE, ALLOWING THEM TO RIPEN FROM THE OUTSIDE IN. SUGGEST TRYING: BRIE, CAMEMBERT.

HOLE-Y SWISS CHEESE!

Switzerland can boast of centuries of cheesemaking tradition. Today, it combines its extensive, proud history with innovative production techniques to provide the world with high quality, delicious cheese.

Swiss Emmental — with its instantly recognizable network of holes, or “eyes” — is one of the world’s most famous cheeses. Also known simply as Swiss cheese, it possesses a distinctive taste that goes from sweet to savory, finishing with a subtle bite. Emmi Switzerland Swiss is a particularly fine specimen of authentic Emmental.

TRY THESE SWISS CHEESES, TOO:

- Cave-Aged Emmentaler
- Swiss Gruyère
- Tête de Moine

GREAT DANES

Denmark is known for its blue cheeses—especially Danish Blue, a semisoft and very delicious spreadable cheese whose coarse, blue-green veining gives it considerable visual appeal and tangy flavor.

TRY THESE DANISH CHEESES, TOO:

- Havarti
- Fontina



Boarding Tips

Planning a cheese board for your next party? You'll want to serve three to five cheeses in a variety of tastes, textures and appearances. The combinations are endless, so have fun experimenting!

Some other tips for assembling delicious, memorable cheese boards:

- SERVE CHEESE AT ROOM TEMPERATURE.
- FIGURE ON SERVING ABOUT SIX OUNCES OF CHEESE PER PERSON.
- PROVIDE A SEPARATE KNIFE FOR EACH CHEESE.
- GARNISH CREATIVELY WITH FRESH FRUITS, OLIVES, NUTS, CURED MEATS, CHUTNEYS AND EVEN EDIBLE FLOWERS.
- PROVIDE CRUSTY BREAD OR CRISP, PLAIN CRACKERS THAT WON'T COMPETE WITH THE CHEESE FLAVORS.
- ENCOURAGE GUESTS TO TASTE MILD CHEESES FIRST, THEN MOVE ON TO THE BOLDER FLAVORS.

SPANISH CON-QUESO-DORS

Those who travel to Spain expecting rain on the plain are bound to be surprised by its rocky topography and arid climate — an ideal habitat for sheep and goat herding. Naturally enough, Spain can proudly claim some of the world's finest examples of sheep's- and goat's-milk cheeses. Once rare in the United States, they've surged in popularity and availability in the past decade.

The most famous Spanish cheese, Manchego, is easily recognizable by its signature etched, inedible rind, firm texture and zesty flavor. In Spain, Manchego is traditionally served with membrillo, or quince preserves.

TRY THESE SPANISH CHEESES, TOO:

- Idiazábal
- Mahon
- Murcia al Vino



IT'S ALL GREEK...

Greece has much more to offer the adventurous cheese lover than just Feta — and at Market District, we love Feta!

Like Spain, Greece is famous for its sheep's- and goat's-milk cheeses. Haloumi, for instance, is a sheep's-milk cheese hailing from Cyprus. It has a pleasant, mildly minty flavor, and is most notable for its resistance to melting when grilled.

TRY THESE GREEK CHEESES, TOO:

- Mt. Vikos Barrel-Aged Feta
- Manouri



Stowing Them Away

When storing your cheeses, keep the following tips in mind for maximum enjoyment:

- WRAP CHEESE IN WAX PAPER OR BUTCHER PAPER BEFORE STORING SO THAT IT CAN BREATHE.
- STORE CHEESE WITH STRONGER SCENTS IN AN AIRTIGHT CONTAINER.
- IF CHEESE IS PACKED IN LIQUID, STORE IN THE LIQUID.
- STORE CHEESE IN THE COLDEST PART OF THE REFRIGERATOR.
- NEVER FREEZE CHEESE.
- REMOVE CHEESE FROM THE REFRIGERATOR AT LEAST 30 MINUTES BEFORE SERVING.

AMERICAN BEAUTIES



Returning to American shores, we find cheese production and consumption booming. That's especially true with the continued growth of small-batch, artisan cheesemakers. At Market District, we are proud to offer many of the best artisanal cheeses available today.

One we're particularly fond of is Point Reyes Original Blue® from a fourth-generation dairy farm in Point Reyes, California. In 2000, the four daughters of Bob Giacomini started making Point Reyes Original Blue, California's only classic-style, farm-to-table, raw-milk blue cheese.

TRY THESE U.S. CHEESES, TOO:

- Salemville Blue
- Salemville Gorgonzola
- Adams Reserve New York Cheddar



Would you
Like a
Beverage
With That
Cheese?



WINE AND CHEESE ARE PARTY AND EVENT STAPLES. DO YOU KNOW WHICH WINES GO BEST WITH WHICH CHEESES? THE ANSWER IS SIMPLE— IT DOESN'T MATTER. IT'S ALL ABOUT YOUR PERSONAL TASTES. HOWEVER, THERE ARE A FEW THINGS YOU MIGHT WANT TO CONSIDER IF YOU'RE PLANNING TO SERVE WINE AND CHEESE.

- CONSIDER PAIRING CHEESES WITH WINES FROM THE SAME GEOGRAPHIC REGIONS. A FRESH CHÈVRE FROM THE LOIRE VALLEY AND A SAUVIGNON BLANC FROM THE SAME REGION? OUI!
- GENERALLY SPEAKING, THE MILDER THE CHEESE, THE LIGHTER THE WINE – AND VICE VERSA.
- DON'T HESITATE TO EXPERIMENT. YOU'LL UNDOUBTEDLY FIND SOME COMBINATIONS THAT YOU REALLY ENJOY—AND YOUR GUESTS WILL AS WELL.

BY THE WAY, BEER IS AN EXCELLENT COMPANION TO CHEESE. WITH ALL THE DOMESTIC, INTERNATIONAL AND CRAFT BEERS AVAILABLE, THERE'S NO LIMIT TO THE COMBINATIONS YOU CAN CREATE. TRY AGED CHEDDAR OR GOUDA WITH A STOUT OR PORTER. OR, HOW ABOUT GRUYÈRE OR EMMENTALER WITH WHEAT BEERS?

Taste

- SWEET AND MILD: Young Edam and Gouda, Boursin
- LINGERING/TANGY: French Roquefort, Italian Gorgonzola
- SALTY/FRUITY: Pecorino Romano
- BUTTERSCOTCH/SAVORY: Extra Aged Gouda, Aged Cheddar
- SHARP: Cheddar, Provolone
- PUNGENT AROMA/SWEET TASTE: Morbier
- FRUITY/NUTTY: Mimolette
- SAVORY/PINEAPPLE: Grana Padano
- BUTTERY: Butterkäse, Havarti
- SPICY, LINGERING FLAVOR: Limburger
- FRESH/SALTY: Feta
- HOT/SPICY: Dutch Red Hot Wheel

Texture

- ELASTIC: Raclette, Edam, Monterey Jack
- CRUMBLY: blue-veined cheeses, aged Cheddar
- MEATY: Grilled Haloumi, Mozzarella
- HARD: Parmigiano-Reggiano, Pecorino Romano, Aged Gouda, Grana Padano
- CREAMY: Brie, Camembert
- SUPPLE: Butterkäse
- STICKY: Muenster, Morbier

Colors & Shapes

- BLUE: Gorgonzola, Roquefort
- YELLOW: Swiss, Extra-Aged Gouda
- WHITE: Brie, Chèvre, Mozzarella, Feta
- ORANGE: Raclette, Cheddar, Mimolette
- SMALL DISCS: Maytag Blue, Boursin
- PYRAMIDS: Chavrie
- LOGS: Chèvre

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Cheese

Wine Pairing

GOUDA

BEAUJOLAIS-VILLAGES, RIESLING
KABINETT, RIESLING SPÄTLESE,
VALPOLICELLA, ZINFANDEL

GRUYÈRE

CHARDONNAY, GEWÜRZTRAMINER,
PINOT GRIS, SHERRY, ZINFANDEL

HAVARTI

BORDEAUX, PINOT GRIS,
RIESLING, RIOJA

JARLSBERG

GEWÜRZTRAMINER, PINOT GRIS,
PINOT NOIR

MANCHEGO

RIOJA, SYRAH

MOZZARELLA

CHARDONNAY, PINOT BLANC,
PINOT GRIS, ZINFANDEL

PARMIGIANO-REGGIANO

TAWNY PORT, ZINFANDEL

PECORINO ROMANO

CHIANTI RISERVA, MONTEPULCIANO

STILTON OR ROQUEFORT

SYRAH, TAWNY PORT, ZINFANDEL

SWISS

GEWÜRZTRAMINER

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