

TASTE^{BYTES}

VOLUME 1, ISSUE 1

JUNE 2005



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

INTRODUCING TASTE^{BYTES}

It's hard to believe that more than six months have passed since TASTE opened for business. We want to thank our wonderful customers for your patronage and for telling your friends and associates about us. We're having a blast and we hope this experience has been as rewarding for you as it's been for us!

We're really excited to finally bring you Taste^{BYTES}, a new monthly newsletter from TASTE Artisan Cheese & Gourmet Shop. Each issue of Taste^{BYTES} will be packed with mouthwatering articles about tasty new arrivals, featured products, specials events and happenings at TASTE, as well as helpful tips to enhance your enjoyment of fine artisan cheeses and other specialty products we offer. We hope you enjoy Taste^{BYTES} and find something in this issue that inspires you to come in for a visit soon. And when you do, we'll be ready with a TASTE.

Bon Appetit!

George & Mary Palmer, Proprietors

BOERENKAAS 4-YR AGED GOUDA

George says it's the best gouda he's ever tasted. Nutty, creamy and rich flavors
P'TIT BASQUE Semi-firm sheep's milk cheese from the Pyrenees. Mild, nutty, & fruity.

Mary's new favorite!
ABONDANCE From

Haute Savoie in the French Alps. Deep, creamy and slightly tangy flavors with a nice, long finish.

DOUBLE GLOUCESTER Rich, tangy cheese from the English countryside.

FARMER'S LEYDEN Creamy Dutch cheese studded with Cumin.

Very unique flavor!

TASTY^{NEW} ARRIVALS

NEW GOURMET DISCOVERIES
aceto**BALSAMICO**
OF**MODENA & '04 TUSCAN**
OLIVE OIL
PAGE TWO

HAPPENINGS June/July 2005

June 19th **HAPPY FATHER'S DAY**

Make him feel like a **BIG CHEESE** with a **GIFT** basket from TASTE! We have **GIFT CERTIFICATES** too.

INDEPENDENCE (from boring food) **DAY** July 4th

Let TASTE create a spectacular **PARTY PLATTER** that will have your guests saying "Oooh" and "Aaah"!

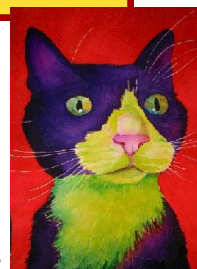
GALLERY1243 Opening Reception July 9th 4-6pm

Artist Sinclair Stratton will unveil her newest piece "Gomez". Come soak up the culture!

CHEESE 101: Cow, Sheep, Goat July 13th 7-8pm

Summer School for your Tummy. In this first class, George explains the basic milk types used in cheese production and he'll sample "classic" examples of cow, goat and sheep cheeses. **ENROLL IN THIS CLASS BY SENDING AN EMAIL TO, taste@artisancheeseshop.com with CHEESE 101 as the subject. Space is limited to 20 people. Reservations will be confirmed one week prior to the class.**

Smudge



TASTE and Wine Steals are thrilled to announce the creation of **GALLERY1243**, a rotating exhibit space located inside TASTE and WINE STEALS. Every 30-60 days, our walls will go bare in preparation for

Introducing **GALLERY1243**

a new exhibit featuring another of San Diego's fine local artists. We're especially thrilled that the inaugural **GALLERY1243** exhibit features the wonderfully vibrant work of our good friend, renowned watercolor artist Sinclair Stratton. The walls of TASTE have come alive with Sinclair's bold, colorful portraits of tigers, dogs and cats including this one of her pet cat and official mascot Smudge. Plan to join us at 4pm on Saturday, July 9th for an artist's reception celebrating Sinclair and her work. Sinclair will unveil her newest painting at this event, —a portrait of Gomez, our 2-year-old, cheese-loving Great Dane. Both artist and subject will be on hand for what promises to be a great event and we hope you'll be here too. To see more of Sinclair's fabulous creations visit www.sinclairstratton.com.

TASTE BYTES PAGE TWO

TASTE ARTISAN CHEESES now available at WINE STEALS

The synergies between TASTE and WINE STEALS have the makings of a perfect pairing. The two have teamed up to offer patrons of the wine bar a weekly selection of fine artisan cheeses from TASTE. Each Saturday, George looks deep into the TASTE cheese caves and brings out a sampling of cheeses to meet a range of palates, and of course, to pair with wines being featured in the bar. Menus are available through Wine Steals servers and on the checkout counter in TASTE. Next time you're in Wine Steals, ask your server for this week's Artisan Cheese Menu. To hear about upcoming wine bar events and specials, send an email to winsteals@cox.net.

We've acquired a precious few of these jewels of the balsamico world. Yes, they're an indulgence. Yes, they're expensive. They are the best of the best.

Rare Wine Co. in Sonoma, the importer of these fine family produced balsamicos, is known nationwide for bringing in the very best Tuscan oils and Modena balsamico available. Made by the Cristo family and the Pedroni family in Modena, you won't find another 12 year old or 25 year old that compares.

Not for salad dressing or blending, these aceto balsamicos are used sparingly, in drops, to anoint fresh strawberry, Parmigiano Reggiano, hot off the grill steaks, or homemade vanilla ice cream or gelato. George's favorite use is to drizzle a few drops on a bowl of risotto just before serving.

Come by and have a taste. It's a gastronomic pleasure few have tried. And worth every penny!

To UNSUBSCRIBE send an email to
manager@artisancheeseshop.com

'04 TUSCAN OILS BRING HOME THE FLAVORS OF ITALY

While George's brother celebrates his 50th birthday in Tuscany this month, (Happy Birthday Mark!) we're excited to offer a taste of Italy's bounty here at home. In addition to being a fantastic wine region, the unique microclimate found in the cool hills of Tuscany's interior yields some of the finest olive oils in the world. Each year our friends at Rare Wine Company of Sonoma travel to Italy and return with an amazing selection of artisan Tuscan oils. For years we've filled our pantry at home with oils from RWC and now TASTE customers can as well. Come in soon for the best selection— these won't last for long!

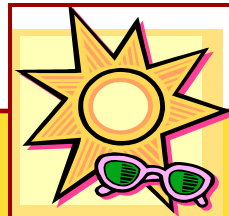


TAKE A TASTY BITE ON YOUR NEXT FLIGHT

Can't stomach paying for airplane food? Let TASTE make you a real BISTRO LUNCH for your next flight. (Sorry, stale pretzels not included). Call ahead and we'll have your order ready when you arrive curbside in front of TASTE, leaving you plenty of time to get through security.

DISCOVER Aged AcetoBALSAMICO NOW at TASTE

Summertime is PICNIC SEASON in San Diego. Planning a day at the BEACH or the ZOO? Got tickets to a PADRE game or an evening CONCERT at HUMPHREYS? BRING along a TASTE PICNIC BASKET filled with DELECTABLE goodies like OLIVES packed with PROVENCAL herbs, gourmet SALAMI and SOPRESSATA, FOIE GRAS mousse, rustic COUNTRY PATE, amazing ARTISAN cheeses, imported CHOCOLATES, COOKIES, CRACKERS, JAMS and MORE. TASTE has EVERYTHING needed for the PERFECT SUMMER PICNIC. Well, everything except the ants anyway.



Coming JULY15th

THE LONG-AWAITED WORLD PREMIERE
AND INCREDIBLY OVERDUE LAUNCH OF

www.ArtisanCheeseShop.com

"the PLACE for TASTE in CYBERSPACE"