



Deli

PR 'The Original Chevre' Campaign To Spotlight Goat Cheeses Of France

by Goat Cheeses Of France

Posted: Friday, November 23, 2012 at 5:00PM EST



NEW YORK - "The Original Chevre" is the first U.S. campaign for French goat cheeses. France is the country of origin for goat cheese 'par excellence,' the product of an expertise developed over centuries of artisan craftsmanship. Today, with many goat cheeses on the American market, many of which are marketed to look like French chevre – it is difficult to know what a cheese's origin is, unless one checks the back label.

The new campaign aims to raise awareness of the origins of French chevre, which is made with excellent fresh, local milk and centuries-old craftsmanship in France. It is funded by ANICAP (Association Nationale Interprofessionnelle Caprine), the government-recognized body established in 1983 to bring together French goat's milk producers and processors, and FranceAgriMer, a national body supervised by the French Ministry of Agriculture and

Fisheries. Teuwen One Image is the PR agency of record, in partnership with Euroconsultants.

The word "chevre" originates in France, where it translates to "goat." Farmers who used fresh goat's milk to make cheese have referred to it as chevre for centuries; the use of the word spread with the cheese's popularity. The craft of making authentic, artisanal French chevre has been passed down between generations of farmers for thousands of years.

France is the #1 producer in the world of pure goat's milk cheese. It comes in a large variety of textures and shapes: from logs, to crottins, to cylinders and pyramids. While lush texture, rich flavors and tang are signatures of French chevre, each one has a unique identity and story.

Chevre is primarily made in eight regions across the French countryside located South of the Loire River: Poitou-Charentes, Loire Valley, Burgundy, Rhone-Alps, Provence-Cote d'Azur, Languedoc-Roussillon, Midi-Pyrenees and Aquitaine. The unique terroir of each region, created by a tradition of cultural and environmental influence, is unmistakably tasted in the flavors of each cheese.

With so many varieties of French chevre, one can fill a cheese plate and enjoy a full range of flavors and textures.

The "Original Chevre" campaign will demonstrate this at demos and tastings in major cities throughout the U.S.

For more information, visit GoatCheesesOfFrance.com or TheOriginalChevre.com.

Source: Goat Cheeses Of France