

How to Prepare a Cheese Tray

Discuss the Order with the Customer

- Fromagination cheese trays are \$4/cheese/person, which include crackers or nuts, dried fruit, and honey or preserves as we see fit. It does not include the cost of charcuterie or drinks, which can be added on.
- Due to the amount of time it takes to put a cheese tray together, and to be enjoyed properly, we do not offer cheese trays in the final 30 minutes before closing.
- How many people will be enjoying the tray?
- How many different cheeses would they like?
- Any special requests? I.e. cheeses they tend to like, cheeses they do not like, allergies, would they like any salami, wine, or beer as well?

Select the Cheeses

Unless there are specific requests, the goal is to give a variety of cheeses, all different types, textures, colors, etc. for a visually appealing and delicious tray. For example, for a three-cheese tray, try one cow, one goat, and one sheep cheese. Or, a Gouda, a Cheddar, and a Soft or a Blue. Mix it up!

Cut the Cheeses

- Cutting cheese for a tray is different than cutting orphans, or samples for the floor. We want something in between, **generally 1 ounce per cheese**. This should be smaller than a typical orphan. Ask a lead cheesemonger if you are unsure, and remember that we can orphan/sell/sample whatever cheese is unused.
- Remember that presentation is everything! Not only should the cheese be roughly an ounce in size, the shape should be visually appealing, typically a narrow triangular wedge. It shouldn't look like scraps!

Put the Tray Together

- Select a wooden, slate or ceramic board that is large enough to fit everything you intend to include, not so large that the tray looks too empty, and makes sense for any décor or special guest considerations.
- Artfully arrange the cheeses from most mild on the left to strongest on the right. Be sure to encourage the guests to enjoy the tray in this order.
- Select the food companions, such as crackers, nuts, dried fruit, honey or preserves if desired; arrange them nearest to the cheeses they pair best with.
- Complete the tray with any decorative pieces and one or more cheese knives. Grab plates, forks, napkins, water etc with the tray when you deliver to the guests.



Serve the Tray

- Give a brief description of the cheeses and companions, and the order in which to enjoy them, without launching into a lengthy, detailed story (unless a special event/occasion). Be sure to check up on your guests at least once to see if they'd like more wine, beer, water, etc.

