

## A BOARD OF PURE FROMAGINATION

“You eat with your eyes first,” is an adage best befitting cheese boards. As lovely to look at as they are to graze from, finely crafted cheese boards promise to perk up palates solely through sight first. The artful arrangement can be intimidating at first, but with a few basic tips and tricks, you’ll quickly be pairing cheese and imagination in true Fromagination style.

### Choose Your Cheese

Building your board begins with choosing your cheese. With more than 1,800 varieties of cheese in the world, that alone can be a tall task unless you simply go with what you know. Pick a style you know and love to let your fave lead the way.

#### TIPS FROM OUR CHEESEMONGERS

Try in-store samples to stretch your options.

Too many favorites? Narrow down your options by cheese texture.

Dairy type—from cows, goat, sheep, buffalo, or plants—is another way to narrow down decision overload.

It may sound odd, but larger cheese boards benefit from 3, 5, or 8 varieties of cheese in various tastes, shapes, textures, and colors.

Plan for at least 3 ounces of cheese per person served.

### Find the Foundation

Style starts with the serving pieces. Comb your kitchen to work with what you own, or create a custom starter kit from brand new pieces.

**BASE** board, olive wood, palm plate, slate, round plate

**VESSEL** ramekins, small containers, antique bowls

**UTENSIL** various cheese-related knives, forks, and spoons

#### TIPS FROM OUR CHEESEMONGERS

Venture into themed cheese plates by selecting colorful or patterned serving pieces to inspire food pairings.

Size matters. Choose an 8-inch base when serving 2 to 4 people; a 10-inch base for 4 to 6; a 12-inch base for 6 to 8; and a 15-inch base for 8 to 12.

### Pair Perfect Companions

Cheese boards are best when paired with five friends.

**CURED MEATS** prosciutto, salamis, sausages

**PRODUCE** berries, apple, dried fruit, fig, pomegranate, and snap peas, cornichons, olives, peurvian peppers

**CRUNCH** crackers, flatbread, crostini, baguette, nuts

**DIP** mustard, honey, pesto, tapenade, preserves

**GARNISH** edible fresh flower blossoms, seasonal fresh herbs

Choose elements of sweet and savory from the five groups to balance flavors across the board and complement the cheese.

#### TIPS FROM OUR CHEESEMONGERS

Utensils and serving dishes aside, if you can't eat it, don't plate it.

FROMAGINATION CHEESE PAIRINGS SUGGESTIONS ALL  
AVAILABLE AT FROMAGINATION.COM

## fromag|ination

artisanal cheeses & perfect companions

FROMAGINATION is the premier Midwestern artisanal cheese shop, located in Madison, Wisconsin. Founded in 2007, owner and general manager Ken Monteleone believes the Badger State's cheese, cheesemaking heritage, and growing craft food movement all deserve acclaim, which is why he works directly with small artisans throughout Wisconsin and beyond. In a European-style shop celebrating the past with cheesemongers who cut to order, guests have the unique opportunity to experience cheese through sight, smell, and taste, while learning about how and where the cheese varieties are made.

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TASTE AND LEARN ONLINE AT  
FROMAGINATION.COM



YOUR PERFECT  
CHEESE COURSE  
IS A CLICK AWAY.



# On Boarding

A step-by-step guide to artfully  
arranging cheese and charcuterie

fromag|ination™

artisanal cheeses & perfect companions™

MADISON, WISCONSIN

YOUR PERFECT  
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# Ready, Set, Prep

Understand how much space you'll need on your base by prepping each item.

**CUT** semihard and hard cheeses into slices or cubes.

**SLICE** cured meats into circles or half moons.

**FOLD** delicate strips of meat.

**CLEAN** and prep produce, including pitting stones.

## TIPS FROM OUR CHEESEMONGERS

If serving bleu cheese, remove from the refrigerator 1 hour before serving and put on its own plate.

# Cheesescaping

Let the artful arrangement begin! The design options are limitless, but these basic steps will get you started.

- 1 PLATE** first the cheeses and empty ramekins for dip with composition in mind. For example, offset items of similar shapes, such as sliced cucumbers and round crackers
- 2 MAKE A RIVER** Run the sliced or folded meats in a river shape through the center of the board. Or try this with other items such as crackers or cucumbers.
- 3 FILL IN THE GAPS** with produce, playing up complementary colors while keeping bold flavors, such as olives and raspberries, separated.
- 4 BUILD TEXTURE/NUANCE** Continue to fill in gaps with crunchy items, such as sprinkling nuts alongside the river or standing crackers on their sides between cheese and produce.
- 5 ADD FINISHING TOUCHES** Before serving, fill ramekins with dip, and add garnish.

TASTE AND LEARN ONLINE AT [FROMAGINATION.COM](http://FROMAGINATION.COM)

## Basic Board

3 CHEESES

**LaClare Evalon**  
GOAT'S MILK  
PAIRING SUGGESTIONS  
Figs or Quince & Apple  
Figs and Black Tea Preserves

**Uplands Cheese Pleasant Ridge Reserve**  
COW'S MILK  
PAIRING SUGGESTIONS  
Pears or Quince & Apple  
Pear Preserves

**Landmark Creamery Annabasque**  
SHEEP'S MILK  
PAIRING SUGGESTIONS  
Quicos corn nuts, Underground meat chorizo

## Above and Beyond

BASIC BOARD + BEYOND BASIC  
+ 3 MORE CHEESES

**Marieke® Aged Gouda**  
COW'S MILK  
PAIRING SUGGESTIONS  
Wisconsin Maple Syrup

## Beyond Basic

BASIC BOARD  
+ 2 MORE CHEESES

**Blakesville Creamery Lake Effect**  
GOAT'S MILK  
PAIRING SUGGESTIONS  
Wisconsin Honey

**Hooks' 10 Year Cheddar**  
COW'S MILK  
PAIRING SUGGESTIONS  
Wisconsin cranberries or Door Country cherries, Underground Meats summer sausage

**Carr Valley Mobay**  
COW'S, SHEEP'S & GOAT'S MILK  
PAIRING SUGGESTIONS  
Underground Meats Goat Salami

**Bleu Mont Dairy Bandaged Cheddar**  
COW'S MILK  
PAIRING SUGGESTIONS  
Pineapple slices

ALL CHEESES  
MADE IN WISCONSIN

## Tools of the Trade

**Soft Cheese Knife**  
Soft cheeses such as Brie, Gorgonzola, fresh mozzarella

**Chisel Knife**  
Semi-soft to semi-hard cheese such as provolone, Swiss, Gruyere, asiago



**Parmesan Knife**  
Hard cheese such as Parmigiano-Reggiano

**Bell Shaped**  
Provolone or soft Pecorino

**Cheese Fork**  
Breaking up blocks of aged cheese or moving cheeses for plating

## Cutting the Cheese



Pyramid- or cone-shaped cheeses



Wooden-boxed cheeses



Soft-ripened cheese wedges



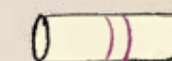
Hard-press cheese wedges



Cheeses with blue mold veins



Small cheeses



Cylindrical or long cheeses



Smaller-sized cheeses