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Applebys Cheese in New York

Appleby's Cheese, made in Whitchurch, North Shropshire, can be found in many specialist cheese shops and delicatessens across America as well as in the key Wholefood stores. Following a successful trade visit to New York, Appleby's are looking to grow and develop this export business. Clare Downes travelled to New York with Neal's Yard Dairy, a London based distributor who has been working in the American market for a number of years. Over this time Neal's Yard Dairy has developed a strong presence and relationships with American retailers



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[Categories](#)

[Show A](#)

[Local N](#)

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[News Arch](#)

[2010 S](#)

[Summe](#)

[Spring](#)

[Winter](#)

[Autumr](#)

[Older S](#)

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As part of a three week visit seeing customers across the country, there were five days in New York where three cheesemakers joined the Neal's Yard Dairy team whilst visiting customers. Clare Downes from Appleby's was joined by Tim Jones from Lincolnshire Poacher and Ruaradh Stone from Strathdon Blue. They had a busy schedule visiting as many customers as possible over three days with the last two days spent at the New York Fancy Food Show. The first event was a cheese tasting for customers of Murray's Cheese Store, events such as this are run for customers interested in cheese every evening of the week and they are always sold out! The second day the group visited eight stores across New York where Neal's Yard sells British artisan cheese. Clare Downes commented, "This was a very useful and informative day as we met many customers, saw the cheese in situ within retailers and as well as seeing British cheese we tasted many new American artisan cheese."