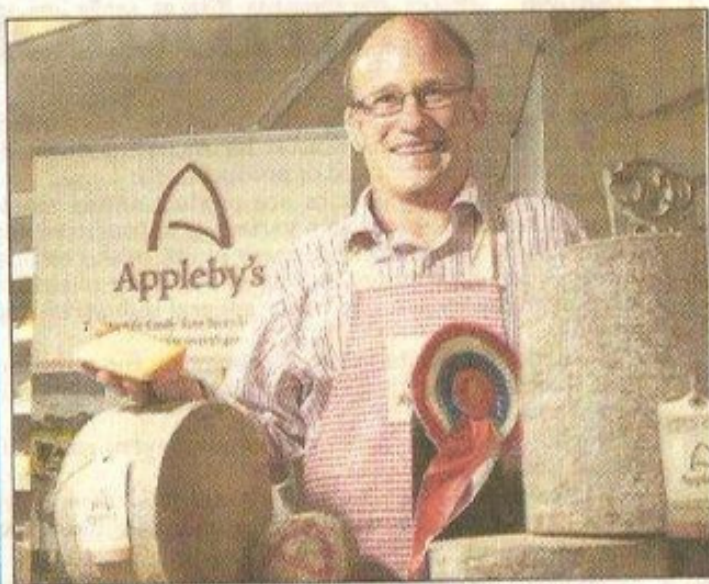


# Trip Stateside for cheesemakers



*Paul Appleby, from Appleby's, at the International Cheese Awards in Nantwich*

Shropshire cheesemakers Appleby's are celebrating a successful trip to the USA which has resulted in export sales for the business across America.

Appleby's Cheese, made in Whitchurch, can be found in many specialist cheese shops and delicatessens in the US as well as in the key Wholefood stores.

And following a successful trade visit to New York, Appleby's are looking to grow and develop the 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.

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 Ruaridh Stone from Strathdon Blue.

## Schedule

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.

Clare said: "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." Following this a day was spent in Darien Connecticut at one of the best cheese shops in the world.

Clare spent the day sampling Appleby's Double Gloucester to interested customers.

Clare added: "The visit was extremely beneficial for Appleby's and we hope that we supported Neal's Yard Dairy with their business in America.

"We were made to feel so welcome and were met with excellent hospitality and customer service everywhere we went in America."

Clare said: "The reception to Appleby's Cheshire and Appleby's Double Gloucester was very positive along with the reaction to the other cheeses sold by Neal's Yard Dairy.

"It was good to see specialist British food products being enjoyed by the Americans."