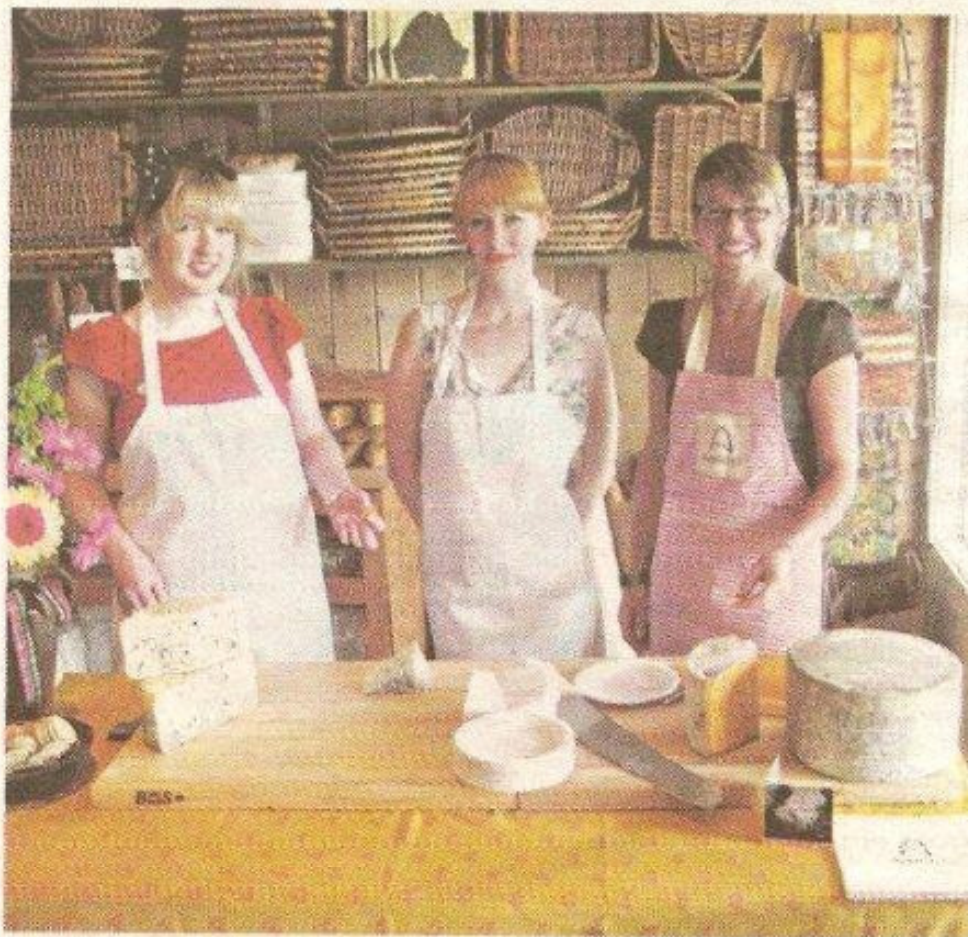


Impressing specialist shops in the US



Lucy Moylan, Lillian Wilkle and Clare Downes at Darien Cheese & Fine Foods in Connecticut, USA, one of the best cheese shops in the world. Clare spent the day offering Appleby's Double Gloucester to interested customers

A Shropshire cheesemaker is growing its export business following a successful trade visit to 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 and plan to grow this trade.

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 while visiting customers.

Clare Downes from Appleby's was joined by Tim Jones from Lincolnshire Poacher and Ruaridh 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 Mur-

ray'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 in New York where Neal's Yard sells British artisan cheese.

"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," Clare Downes commented.

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 in this stunning shop.

"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. 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."