



Clare Downes at the New York Fancy Food Show

Say cheese!

ONE of Shropshire's most celebrated cheeses, Appleby's can be found in many specialist cheese shops, deli-casens and wholesale stores across America.

Now, following a successful trade visit to New York, Appleby's, based near Whitechurch, are looking to develop this export business further.

Appleby's Clare Downes travelled to New York with Neal's Yard Dairy, a London-based distributor which 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 meeting customers across the country, there were five days in New York where three cheese-makers joined the Neal's Yard Dairy team while visiting customers.

Clare was joined by Tim Jones from Lincolnshire Poacher and Harold Stone from Strathdon (Iles). 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," says Clare.

"The second day we visited eight stores across 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 cheeses."