

# IN 2019, FRENCH CHEESE GETS READY TO TAKE ON DESSERT

(and the world)

10

chefs

10

sweet-and-savoury  
recipes

10

nationalities

| 1 book | 1 webzine | and a chance to try their creations in 4 cities across France |

Sweet Cheese is about an exciting encounter between the traditional world of French cheese and a group of 10 international chefs of 10 different nationalities, a flavoursome partnership between cheese and dessert. 10 intrepid culinary explorers have been given carte blanche to push the boundaries of tradition and come up with creative new ways to serve cheese at the table. Their creations will be available to taste – with our eyes, initially – from March 19th 2019, launch date of a brand-new publication, available at [www.ohmysweetcheese.com](http://www.ohmysweetcheese.com) as well as its Webzine version. Foodies and cheese lovers will be able to check when these delicious Sweet Cheese creations are at the menu in the chefs' restaurants – for one day only.

#ohmysweetcheese



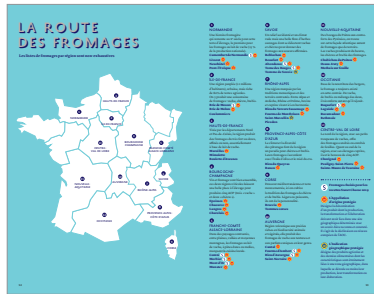
## AN ALL-STAR CAST

**Elsa Marie** (La Vierge, Paris) – France, **Harry Cummins** (La Mercerie, Marseille) – United Kingdom, **Kristin Frederick** (Greenhouse, Paris) – United States, **Beatriz Gonzalez** (Neva Cuisine and Coretta, Paris) – Mexico, **Le Chef Anto** (private chef, Paris) – Gabon, **Omar Koreitem** (Mokonuts, Paris) – Lebanon, ✨ **Samuel Lee Sum** (Shang Palace, Shangri-La's restaurant, Paris) – China, ✨ **Younghoon Lee** (Le Passe Temps, Lyon) – Korea, **Sugio Yamaguchi** (Botanique, Paris) – Japan, ✨ **Mathew Hegarty** (Le P'tit Polyte, Les Deux Alpes) – Australia.

✨ 1 Michelin star

## INTO THE MELTING POT

The Sweet Cheese programme is part of an initiative by CNIEL (the French dairy sector's joint professional body), under its experimental label "Oh My Milk," to celebrate the universal appeal of French cheese. It brings together 10 chefs of 10 different nationalities; their cultures may be different, but they all speak the language of good food. They have been set a challenge – to create a dessert using French cheese, something original and game-changing, to be served as another course at table. The chefs are creative and passionate; they blend the great French cheese tradition with their own roots and stories. Inspired by ingredients and recipes →



from home, they select a good cheese from France, their adopted country, and make it even better, in recipes including “Tome and the Rising Sun”, “Normandy rice ball”, “Easy Briezy!”, “Roque around the choc”, “Good things in Abondance”, “Sweet and Blue”... To make it this far, French cheeses have constantly had to re-invent themselves, to change and adapt to different cultures, different perspectives and lifestyles. Sweet Cheese starts a brand-new chapter in the incredible story of cheese, which is being written all over the world as we speak.

## SWEET CHEESE: BOOK AND WEBZINE - AVAILABLE ONLINE

In our book “**Sweet Cheese – How sweet it could be**” (free download, available in French and English), read the incredible story of French cheese through the ages, from ancient times to the present day, and explore its

popularity with foodies all over the world. Featuring interviews with sociologist and historian Eric Birlouez, cheesemaker and now also master of food pairings Claire Griffon, and with our own 10 chefs, the book will take you on a journey across new, uncharted culinary frontiers. And to finish on a high note, we also have exclusive access to the Sweet Cheese recipes. An extended version of the publication, including videos, photos and interactive content, will be available at [www.ohmysweetcheese.com](http://www.ohmysweetcheese.com)

## TRY THE SWEET CHEESE RECIPES

But we can't let our readers go hungry. Our chefs will be giving us the chance to try their recipes, at their own restaurants, for one day and one day only. Book now! Details available in the Sweet Cheese Webzine, under “**addresses**”.

THE SWEET CHEESE ADVENTURE BEGINS  
19TH MARCH, 2019  
[WWW.OHMYSWEETCHEESE.COM](http://WWW.OHMYSWEETCHEESE.COM)  
#OHMYSWEETCHEESE

### Did you know?

#### IT ALL ADDS UP

In the 1960s, General de Gaulle counted 258 French cheeses. In 2019, France officially has more than 1,200 different types of cheeses.

#### TRAVELLERS' TALES

Of the 2 million tonnes of cheese produced in France in 2017, no less than 36% was exported.

#### AND THE TOP THREE ARE...

Brie, Camembert and Roquefort. These are the stars, the ones recognised all over the world. French cheeses have been warmly embraced particularly in the US, the Middle East, China and Brazil. More recently, Hong Kong, Singapore, Korea and India have come to know and love this world of one thousand and one French flavours.

#### I LOVE CHEESE

And for the 38% of French consumers who like to have a snack once a day, cheese is a faithful standby. (Source: CREDOC study 2018).

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