



## *Goat Milk Cheese Selling Points*

### *General:*

- Artisanal: handmade, small batches
- 100% pure, fresh goat milk (no frozen curd or powdered milk)
- Kosher certified
- Non-bioengineered vegetable enzyme, suitable for vegetarians
- All cheeses are consistent and multiple award winners

### *Chevre:*

- Packaged in a tub for ease of use and resealing (unlike the “chubs” that become very messy)
- Innovative flavor choices – traditional/plain, roasted green chile (our newest flavor, no others like it on the market), three peppercorn, and garlic-chive
- Expiration Date on bottom of tub, 8 weeks from manufacture
- 6/4 oz. tubs per case
- Delicious flavor, 1/3 the fat and calories of cow cream cheese

### *French-style Cheeses; Camellia, Bucheret, and California Crottin:*

- Hand wrapped in breathable paper best for the cheese
- All three cheeses are rind ripened with edible surface molds
- Tracking number on the cheese, no expiration date due to the fact that they can be eaten fresh and eaten more aged where they can become a grating cheese (except for the Camellia which becomes runny similar to camembert or brie)
- 6 cheeses per case (Camellia & Bucheret are 5 oz, Crottin is 3 oz)
- Delicious flavor in the French farmstead tradition

### *General Points for: Traditional Cheeses; Raw Milk Feta, Cheddar, and Smoked Cheddar*

- Raw milk Feta price was recently lowered to achieve a common, line pricing with cheddars
- Random weight pieces (9-10) per 3 lb case, each individually cryovaced and labeled; each piece approximately 5 oz, \$5-\$6 retail price point
- Tracking number on the cheese although no expiration date as these traditional cheeses get better with age

### *Raw Milk Feta:*

- The only Raw Goat Milk Feta available in the market for National distribution
- Since made with raw milk must be aged a minimum 60 days, legally; we age and sell at 4-12 months for a complex flavor profile
- Delicious and not too salty compared with other feta cheese

### *Cheddar and Smoked Cheddar:*

- Made with summer milk and aged for a complex flavor profile
- Great cheeses for introducing people to the world of goat cheese due to the familiarity with cheddar cheese
- Smoked cheddar is flavored with natural smoke
- Delicious and mild in flavor

### *For sales information contact:*

Oasis Sales and Marketing, 144 Weeks Way, Sebastopol, CA 95472 • (707) 824-0119 fax 707) 824-0122  
email: [kathy@oasissalesandmarketing.com](mailto:kathy@oasissalesandmarketing.com)