



**Vermont
Butter & Cheese
COMPANY**



PRESENT THE



2009

VERMONT CHEESEMAKERS' FESTIVAL

AUGUST 23RD 2009

Coach Barn
Shelburne Farms
Shelburne, Vermont

FESTIVAL OVERVIEW

OUR PURPOSE

The Vermont Cheesemakers' Festival is a one day event to raise awareness of artisan cheese and everything that goes great with cheese: local wine, craft beer, bread, chocolate, cured meats and more. Attendees will have the opportunity to meet food artisans, sample and buy their products and participate in seminars about cheese, cheese and beverage pairings and cooking with cheese. Our goal is to give food producers a forum to educate the public about the quality of food that is produced locally in Vermont and around the region. Vermont is the leader in artisan cheesemaking and the Vermont Cheesemakers' Festival will bring our artisan cheese producers and like minded Specialty Food produces together to show it all off.

For more information, please contact:

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FESTIVAL DEMOGRAPHICS

Target **500** to **1,000** visitors from:

- Vermont
- New England
- Boston
- New York City
- New York State

TARGET AUDIENCE:

The target audience is "foodies":

- consumers
- retailers
- chefs
- enthusiasts
- media