

New world of cheese / Tesco.

Contributors

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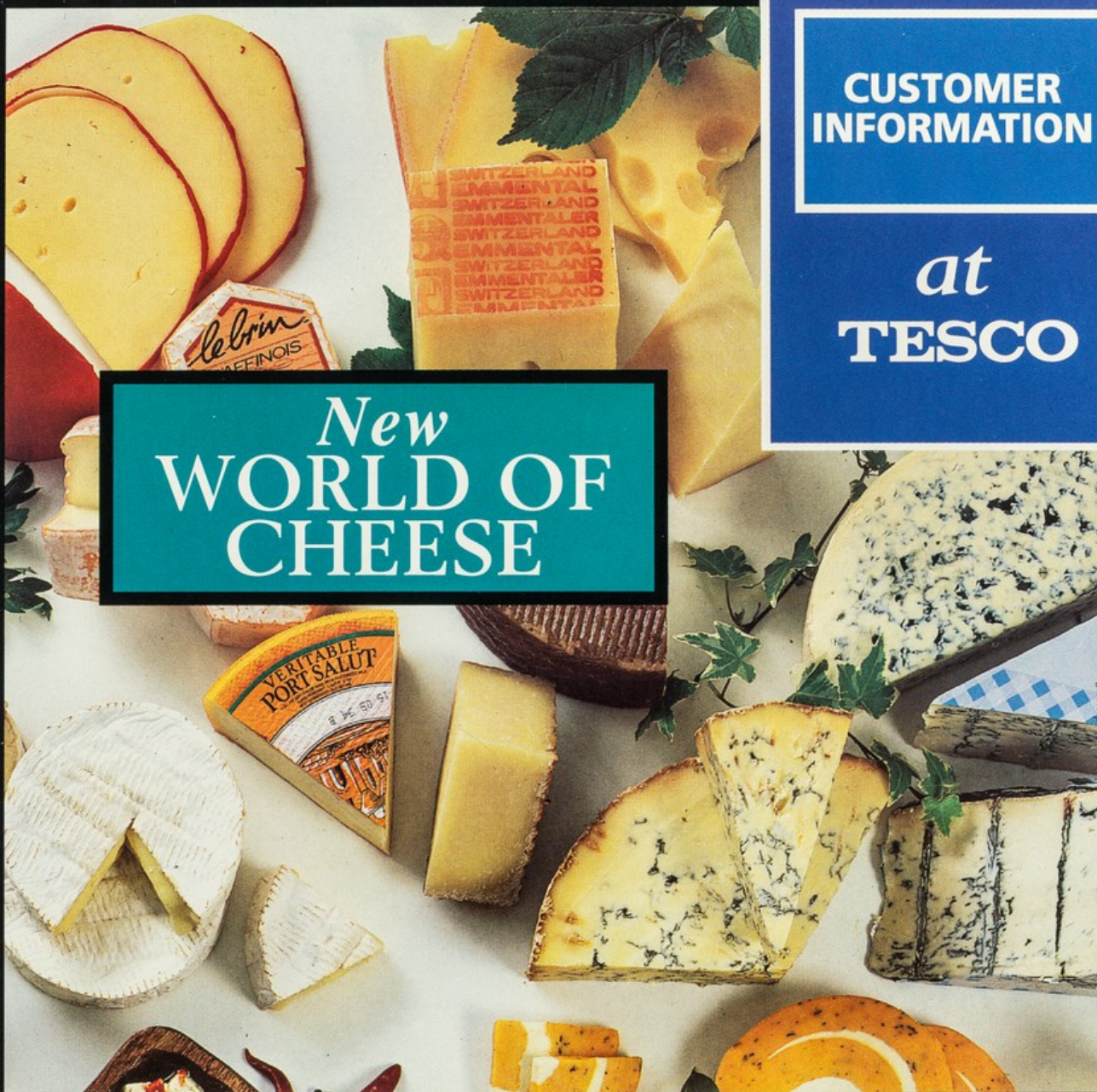
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CUSTOMER
INFORMATION

at
TESCO

New
**WORLD OF
CHEESE**

1
TO
7FLAVOUR
STRENGTHINTRODUCTION TO
The New
WORLD OF
CHEESE

Cheese is a wonderful, natural product yet with over 100 available to choose from most people buy the same cheese week after week, month after month.

With the help of our cheese expert Juliet Harbutt, we have developed a guide to make choosing easier and more exciting. Something that will help to distinguish one cheese from another. Using the 'New World of Cheese' guide each cheese has been:

Given a colour representing one of 6 different categories according to its texture and the type of rind it has.

Given a number from 1 to 7 representing its strength of flavour 1 = very mild and 7 = very strong.

Given a colourful description of its taste like that used to describe wine.

GUIDE TO NEW WORLD OF CHEESE

CHEESE CATEGORY	DESCRIPTION	CHEESE FLAVOUR STRENGTH	ORIGIN
FRESH, YOUNG CHEESES	These are soft, mild and too young to have grown a rind or skin or to have developed a strong flavour. Their high moisture content means they mature rapidly and will not keep like a harder cheese.	Mozzarella 1 Roulé with Herbs & Garlic 2 Garlic 2 Fresh Goat Cheese 2 Boursin 2 Feta Cheese 3	Italy France France France Ewe's Milk Cheese originally from Greece.
 Roulé with Herbs & Garlic			
SOFT, WHITE RIND CHEESES	These are the Brie or Camembert-like soft cheeses. They are less wet than the fresh and grow a white fuzzy or bloomy rind, beneath which the curds ferment, breaking down into wonderful runny cheeses like Brie.	Normandy Camembert 2 Le Coulances 3 French Brie 3 Garlic & Herb Brie 3 Chèvre Goats Log 4	France is the traditional home of the Soft, White Rind Cheeses.
 Normandy Camembert			
SEMI-SOFT CHEESES	These are lightly pressed to remove more of the whey creating a springy to firm rubbery texture. With less whey the ripening process is slower which encourages the development of a fuller flavour. The rind ranges from pale straw to brown-orange and can be soft and sticky, crusted, leathery or frequently waxed.	Edam 1 Brie d'Allinois 1 Port Salut 2 Gouda 2 Havarti 2	Holland A new generation French Cheese France Holland Denmark
 Port Salut			
FIRM-HARD CHEESES	They tend to be large cheeses, taking from a few days to a few years to reach maturity. Some like Cheddar are firmly pressed, giving a hard texture, low moisture content and develop a strong flavour. Others like Cheshire are only lightly pressed, retaining quite a lot of whey, thereby shortening the ripening time, and develop a sharper more 'acid' flavour.	Farmhouse Cheshire 2 Leerdamer 2 Swiss Emmentaler 3 Manchego 3 Traditional Farmhouse Cheddar 6	V.J. Hares or Butlers Farms Holland Switzerland Ewe's Milk Cheese from Spain Quicks or Greens Farm
 Traditional Farmhouse Cheddar			
BLUE CHEESES	Those with white Brie-style rinds have a similar texture to the SOFT WHITE Cheese category and have internal patches of a mild slightly metallic blue mould. The traditional Blue style have a slightly sticky rind or a hard, dry crust with a dense, creamy texture and the blue mould spreading like shattered porcelain evenly through the cheese. They are amongst the most intensely flavoured cheeses.	French Blue Brie 2 Dulcelatte 3 Mature Blue Stilton 5 Roquefort 6 Danish Blue 7	France Italy England Ewe's Milk Cheese from France Denmark
 Mature Blue Stilton			
SPECIALITY CHEESES	These cheeses are made either by adding some additional flavour or ingredient like smoke, garlic, herbs or spices to popular semi-soft or hard cheese or, by blending cheese like Emmentaler and Gouda with cream, creating a velvety smooth creamy rich texture. They are often enhanced with fruit, herbs or nuts.	White Stilton with Apricot 2 England's Choice 3 Red Leicester Whirl with Garlic 3 Double Gloucester with Onion & Chives 3 Smoked Cheddar 4	Our range of Speciality cheese includes Continental as well as English varieties.
 Cheddar with Herbs & Garlic			

CHEESE SPEAK

The following expressions are commonly used to describe the unique character of each cheese, its aroma, texture and taste in much the same way as the language of wine. Use these as a reference for the colourful description of our cheeses.

TEXTURE

BODY	The sensation of weight and substance in the mouth.
ELASTIC	A firm but flexible bounce back feel, often with a tearable layered texture.
MOIST	Used in contrast to dry, such as experienced with a cake.
RUBBERY	A bouncy springy feel and a tearable rather than breakable texture.
SUPPLE	Rubbery feel but with an underlying structure.
WET	A sensation of moisture in the mouth.

AROMA AND TASTE

ACIDITY	In a cheese like wine this can be an attribute if not excessive - it leaves a refreshing sometimes tingly sensation in the mouth.
BITE	A distinct, sharp, intense, initial flavour usually carried through to the finish.
BITTER	A characteristic taste of some cheeses can be an attribute as in a cheddar or a fault when used for a Brie.
BURNT	A delicious sweet flavour with just a hint of
CARAMEL	overcooked caramelised sugar.
BUTTERY	This is the fresh sweet creamy taste of butter.
FINISH	Or aftertaste, refers to the flavour or sensation left on the palate after the last mouthful.
FRUITY	Used when describing wines, olive oils and cheese. Defined by the EEC as a flavour reminiscent of both the odour and taste of fresh fruit picked at its optimum stage of ripeness e.g. pears, apples, melon, lemons etc.
LACTIC	Slight smell or taste of sour milk.
LEMONY	As the lactose or milk sugars are converted into lactic acid the cheese develops a refreshing acidity which can be described as lemony or citrus.
METALLIC	The mould in blue cheeses can be mild and slightly fruity, reminiscent of tarragon and thyme or when strong develops a distinct sharp mineral or metallic taint.
MILKY	Very young cheeses still retain the mild, sweet taste of the actual milk.
NUTTY	Flavour reminiscent of freshly crushed or ground nuts.
SWEET	Refers to a sweetness like caramelised milk rather than actual sugar.
TANGY	The sensation experienced in the mouth causing it to pucker and tingle usually caused by a tart or acidic flavour often associated with a mature hard cheese like cheddar.