

The new world of cheese / Tesco.

Contributors

Tesco (Firm)

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**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

TESCO
The New
WORLD OF CHEESE

To help you distinguish one cheese from another amongst our wide range and identify the ones you may like, we have developed a simple system of categorising cheese into easily identifiable groups. Then, within that we have broken them down into a range of flavours from 1 - 7, 1 = mild, 7 = strong.

(A) CHEESE CATEGORY

FRESH CHEESES

So young that the curd has not had time to grow a rind or skin and much of the whey is still present making the cheese very moist, almost frothy in texture. They are very mild and fresh.

THE WHEEL *of* CHEESE

(B) STRENGTH OF FLAVOUR



SIDE 1

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A CHEESE CATEGORY

SEMI-SOFT CHEESES

These range from springy, mild and fruity to rubbery, strong and pungent. Their rinds tend to be orange or yellow and may be crusted, leathery or frequently waxed but never a white fuzzy Brie-like rind.

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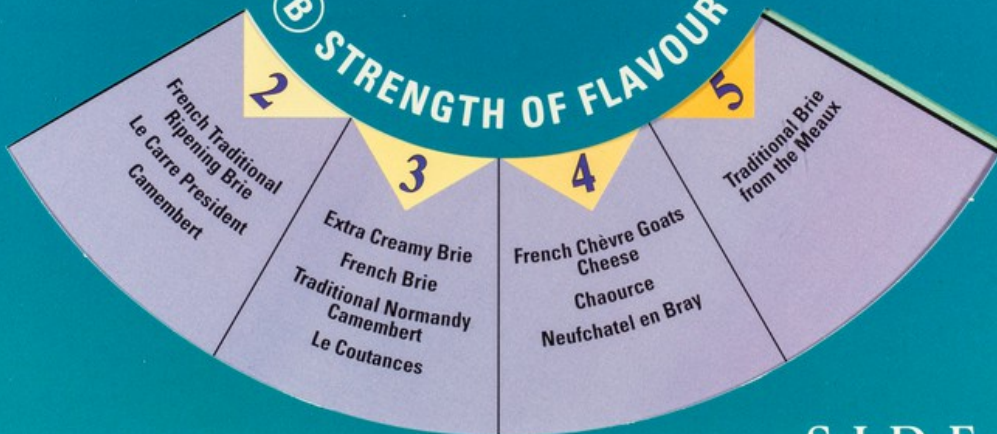
(A) CHEESE CATEGORY

SOFT WHITE RIND CHEESES

They are less wet than the Fresh and grow a white fuzzy or bloomy rind beneath which the curds break down into wonderful runny cheeses like Brie. Others have a chalk-like centre.

THE WHEEL *of* CHEESE

(B) STRENGTH OF FLAVOUR



SIDE 1

TESCO
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HOW TO USE YOUR WHEEL

1. Select the category of cheese at A.
2. Select the strength of flavour you like at B, from very mild (1) to extra strong (7) and see which cheeses we recommend you try.

A CHEESE CATEGORY

FIRM-HAND CHEESES

They tend to be large cheeses, taking from a few days to a few years to reach maturity. Some like Cheddar have a hard texture. Some low moisture content while others, like Cheshire, retain quite a lot of whey.

THE WHEEL of CHEESE

B STRENGTH OF FLAVOUR



SIDE 2

TESCO
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WORLD OF CHEESE

HOW TO USE YOUR WHEEL

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A CHEESE CATEGORY

BLUE CHEESES

Blue cheeses with the white Brie-style rinds will be quite mild, soft and creamy. Those wrapped in silver foil will have a slightly sticky barely formed rind compared with those wrapped in paper like Stilton-both will be slightly stronger than the Brie style.

THE WHEEL of CHEESE

B STRENGTH OF FLAVOUR



SIDE 2

TESCO
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(A) CHEESE CATEGORY

SPECIALITY

These are usually made by adding a flavour or ingredient to popular cheeses or by blending cheeses like Emmental and Gruyere with cream, water and vegetable fats.

THE WHEEL of CHEESE

(B) STRENGTH OF FLAVOUR



SIDE 2