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**California's CheeseTrail.org New Smartphone App
Features Artisan Cheese Classes, Tours and Tastings**

Petaluma, California – California Cheese Trail (www.CheeseTrail.org) has released a new smartphone app, providing artisan cheese lovers with a comprehensive resource for locating cheesemakers, tours and classes.

The Cheese Trail app showcases California's 70+ cheesemakers - most of whom are farmers - who craft their artisan and farmstead cheeses using milk from cows, goats, sheep and even water buffalo.

Features include suggested driving tours across California (with integrated Google mapping), farm tours, cheese making classes, events and details about which cheesemakers are open to the public.

"There are so many incredible cheeses made in California ... I just want to make it easier for people to enjoy them!" says Vivien Straus, creator of the Cheese Trail project, and long-time family farm advocate. "But it's not just about eating the cheeses; it's also fun and important to meet the cheesemakers, to experience their farms, and even to learn how to make cheese yourself."

In 2011, Straus created the Cheese Trail project to support cheesemakers in Marin and Sonoma counties. The project, which has recently expanded to encompass all of California, not only includes this entirely overhauled app and newly redesigned website, but a printed version of the map - now in its 6th printing with over 300,000 distributed to-date. Cheese Trail has been featured in the New York Times, Condé Nast Traveler and USA Today (press coverage).

California Cheese Trail is a nonprofit project, under the fiscal umbrella of the Marin Economic Forum. Financial support has been provided by Whole Foods Markets, the California Milk Advisory Board, Marin Convention & Visitor's Bureau and the California Artisan Cheese Guild.

"The map is amazing. About thirty percent of my visitors come in because of it," says Lisa Gottreich of Bohemian Creamery in Sebastopol, "And those are just the ones who mention it."

"The California Cheese Trail is one of the best marketing and sales tools we California cheesemakers have today," says Tim Pedrozo, dairyman and cheesemaker at Pedrozo Dairy and Cheese Company.

The Smart Phone app, downloadable for free, and built by San Francisco's designer Gamut, is available in iPhone and Android versions.

- iTunes
- Google Play

Editors: [Contact Vivien](#) for photos of artisan cheese makers, and for help arranging interviews.

CheeseTrail.org: Created in 2011, the Cheese Trail promotes California's ever-growing artisan cheesemaking community, and was created to focus awareness on the uniqueness of their products, and by extension, create a path of viability for small farms. www.CheeseTrail.org

Marin Economic Forum: The Marin Economic forum provides information and opportunities to collaborate for improving Marin County's economic vitality, while seeking to increase social equity and protect the environment. www.marineconomicforum.org

Whole Foods: Whole Foods Market is a dynamic leader in the quality food business; a mission-driven company that aims to set the standards of excellence for food retailers. Whole Foods is building a business in which high standards permeate all aspects of the company. Quality is a state of mind at Whole Foods Market. www.wholefoods.com

Marin Convention & Visitors Bureau: With a mission to develop a sustainable visitor base to Marin County, enhance local economies, and protect the natural resources through responsible promotion. www.visitmarin.org

California Artisan Cheese Guild (CACG): Dedicated to the bounty of artisanal, specialty, and farmstead cheese and designed to support and encourage the California cheesemaking community through on-going education of cheesemakers and consumers, sharing resources, and the celebration of the art and dedication to quality cheese. www.cacheeseguild.org

California Milk Advisory Board (CMAB): An instrumentality of the California Department of Food and Agriculture and funded by dairy families to increase consumption of dairy products through promotion, education and research. CMAB Contact: Chelsea Sterling, Ketchum for the California Milk Advisory Board, chelsea.sterling@ketchum.com

Gamut: A cross-disciplinary branding, design and development team in San Francisco. www.gamutsf.com

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