



For Immediate Release

Media contact: Lynne Devereux
Lynne@buttercomm.com | 925-872-6691

MARIN FRENCH CHEESE ANNOUNCES SECOND ANNUAL “SUMMER PICNIC PARTY” SUNDAY AUGUST 21ST AT THE CHEESE FACTORY

Petaluma, Calif. (June 28, 2016) – Marin French Cheese Company, the iconic California producer of Brie, Camembert and original French-style cheeses, today announces their second annual Summer Picnic Party, to be held **Sunday August 21, 2016, from 11am – 3pm**, on the idyllic grounds surrounding the creamery, known to locals as the Cheese Factory, located 10 miles west of Petaluma. Tickets to this delectable family-friendly event go on sale **tomorrow, June 29**, and are expected to sell out quickly.

Back by popular demand, this year’s casual summer afternoon picnic event features live music by No Pardon, a rippin’ folk music trio from Eureka, Calif., plus 26 food and beverage vendors sampling and selling new items as well as their beloved classics. New this year are local food celebrities Saint Benoît Creamery featuring their French-style yogurt and ice milks, chocolatiers Philip Marks and Farm Chocolates, Beaujolais Panforte, San Francisco’s new jam maker, Emma’s Jam, and the luscious Crème Brûlée from French producer Rians. Hearty appetites will delight in pork sliders from Devil’s Gulch Ranch and food trucks from The Fig Rig and Ultra-Crepes will also be in attendance.

Returning with samples to taste and product to sell will be local favorites such as Fabrique Délices, Jimtown Store, Rustic Bakery and Sonoma Harvest, plus a wide variety of vendors of charcuterie, honey, crackers, dips, spreads and olive oils, all of which pair perfectly with artisan cheeses from Marin French, Laura Chenel’s, Nicasio Valley Cheese and a special “Picnic Plate” showcasing assorted cheeses from members of the California Artisan Cheese Guild. Proceeds from the sale of the Picnic Plate will support the nonprofit Guild and its educational programs.

Adults may sample beverages from Carneros Brewing Company, Cline Cellars, Silverado Vineyards and Sonoma Portworks (also available for purchase in the Marin French retail shop), while Tea & Trumpets offers a variety of freshly home-brewed iced teas.

Family-focused, interactive demos will feature cheesemaking, beekeeping, a garden art project for kids organized by the North Bay Children’s Center, and opportunities to interact with 4-H Club dairy animals. Frances Rivetti, local author of *Fog Valley Crush*, will be signing her new book and local historian Kathleen Hill will have her collection of culinary antiques on display to peruse and enjoy.

The whole family is welcome to attend and participate, and all are encouraged to bring a shopping bag, a picnic blanket and an appetite! Tickets are \$12.50 each (children under 12 are free), and will go on sale this Wednesday, June 29, through Eventbrite (<https://marinfrenchpicnicparty.eventbrite.com>). *Only 500 tickets will be available, and the event is expected to sell out quickly. For those driving to Marin French Cheese Company, the best address for GPS is 7510 Pt. Reyes-Petaluma Rd, Petaluma 94952.*

Please use these hashtags for social media channels: Main Event hashtag: #mfcpicnicparty, Event Site Handle: @marinfrenchcheesecompany, Auxiliary Event Hashtags: #picnic, #californiacheese, #marinfrenchcheese

Hosted by Marin French Cheese and Laura Chenel's, these delectable offerings from these local craft food and beverage producers will be available throughout the day:

- Angelo's Smokehouse
- Beaujolais Panforte
- Bonnie's Bees Marin French Honey
- California Artisan Cheese Guild Cheeses
- Carneros Brewing Company
- Cline Cellars
- Devil's Gulch Ranch
- Emma's Jam
- Farm Chocolate
- Fabrique Délices
- Jimtown Store
- Nicasio Valley Cheese
- Orchard Choice Figs
- Philip Marks Chocolates
- Principe Charcuterie
- Rians Crème Brûlée
- Rustic Bakery
- Silverado Vineyards
- Sonoma Portworks
- Sonoma Harvest
- Saint Benoît Creamery
- Tea & Trumpets
- The Fig Rig Food Truck
- Ultra-Crepes Food Truck

About Marin French Cheese Company

Founded in 1865, Marin French Cheese Company is the longest continually operating cheese company in America, with a unique history of handcrafting traditional and original soft-ripening cheeses. Since the days of the Gold Rush, Marin French has practiced time-honored cheesemaking techniques, using only fresh milk and cream from neighboring family dairy farms. It has grown from a small family business to an expanded, state-of-the-art facility, producing cheeses that are sold nationally and regularly earn top honors in international cheese competitions. At its idyllic Hicks Valley Ranch location in Northern California, Marin French hosts visitors from around the world to sample its distinctive cheese offerings, enjoy a picnic on the premises and visit its creamery retail shop open to the public year-round.

Marin French Cheese Company

7500 Red Hill Road, Petaluma California 94952 | 707-762-6001 | www.MarinFrenchCheese.com