



ON SALE 10/6/2020
Announced 1st Print: 35,000

QUIRK BOOKS

HC: 9781683692386 / \$9.99/\$10.99

EL: 9781683692393 / \$5.99/\$10.99

BISAC 1: Cooking - Specific Ingredients - Dairy

BISAC 2: Cooking - Reference

BISAC 3: Cooking - Entertaining

Page Count: 144 Trim Size: 3-1/2 x 5-3/4

Carton Count: 72

Publicity and Marketing

- National and local print outreach
- Online media campaign
- Holiday Gift Guide Outreach
- Holiday gift giving campaign

Stuff Every Cheese Lover Should Know

Series/Series #: Stuff You Should Know, #29

Alexandra Jones

TARGET CONSUMER:

- Consumers buying gifts for cheese lovers
- Cheese lovers looking to expand their own knowledge and palette
- Home entertainers and host/ess gift buyers

The perfect gift for the cheese lover in your life, this pocket guide includes a brief history of cheese, a primer on the different types of cheese, cheese pairing guides, essential cheese recipes, home cheese-making tips, how to host a cheese tasting, and more.

It's hard to think of a more universally beloved food than cheese. But cheese lovers know there's more to the world of cheese than grilled cheese, parmesan on salads, and a plate of cheese and crackers.

There are over a thousand different types of cheeses produced worldwide, offering a wide variety of flavors, textures, and aromas. All of them are unique depending on the type of milk used, the aging process, pasteurization, herbs and spices added, and more. Even the biggest cheese lover has a lot to learn about the age-old art of cheese. How is cheese made? What makes certain cheeses so stinky? What is raw cheese? Why do some cheeses melt better than others? How should one store cheese? And why are some cheeses banned by the FDA?

Within the pages of this pocket-sized guide, you'll find information, how-tos, and trivia for cheese lovers at all levels. Experts and newbies alike will learn:

- Highlights from Cheese History
- Types of Cheese
- Perfect Cheese Pairings
- Essential Cheese Gadgets
- How to Make Cheese at Home
- How to Host a Cheese Tasting
- And more!

- Handy, pocket-sized package is perfect for gifting or self-purchase
- Affordable price point
- Next installment in the hit STUFF series
- 2/c interior

Series Overview: Each volume in the Stuff series tells you everything you should know to navigate life's key topics, trends, and milestones. From telling jokes, cooking vegetarian, or tending a garden to getting through college, planning a wedding, or becoming a grandparent, you'll find all the answers in this concise but comprehensive pocket-sized package.

Author Bio: Alexandra Jones is a Philadelphia-based food writer, home cheesemaking teacher, and advocate for sustainably minded farm and food businesses in Pennsylvania. She has spent the past several years building bridges between cheesemakers, retailers and restaurants throughout the region. She blogs for Foobooz.com, Philadelphia magazine's dining site, and writes about food, farming and urban sustainability for publications like CivilEats.com, *Audubon*, *Edible Philly*, and *Grid*.

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