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FOR IMMEDIATE RELEASE:

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Get Local With ASAP This April: Say ‘Cheese’

ASHEVILLE, NC (March 31, 2011)—Local farmstead cheeses are ready for their close-up this month during ASAP’s Get Local campaign—a year-round initiative that brings together farmers, chefs, and community members in celebration of a featured local food. Of course, the cheesemakers behind the farm-fresh artisan products deserve the spotlight, too.

“The South is really coming into its own with cheesemaking,” says Jennifer Perkins, who owns and operates Looking Glass Creamery in Fairview with her husband, Andy. The creamery was recently selected as one of six American cheesemakers to be highlighted nationally by Williams-Sonoma, an honor Perkins feels “brings recognition to the fact that lots of great cheeses are being made here.”

Area chefs certainly recognize that fact and feature local cheeses prominently on their menus. Posana Café in downtown Asheville newly transitioned their cheese plate to include only local cheeses. And in honor of the focus this month, Hendersonville’s Square One Bistro will feature local cheeses, including Looking Glass Creamery’s, on their small plate menu. For a complete list of participating Get Local restaurants, visit www.asapconnections.org/getlocal.html.

To enjoy at home, pick up farmstead cheeses at area groceries and farmers tailgate markets, which begin again this month. Also sample and buy local cheeses during April Winesdays at the Wine Studio of Asheville. ASAP is the month’s featured nonprofit and has asked Looking Glass Creamery, Three Graces Dairy, Spinning Spider Creamery, and Yellow Brach Farmstead Cheese to join them. One cheesemaker will be at each event, which run every Wednesday from 5-8 pm.

Browse all of the region’s “cheesy” producers and businesses in ASAP’s *Local Food Guide*, online at buyappalachian.org. And find the 2011 calendar of featured foods, as well as more information about the initiative, on the Get Local page of asapconnections.org.

[High resolution photos available. To connect with local producers in your community for stories, contact Communications Coordinator Maggie Cramer at maggie@asapconnections.org.]

ABOUT APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT (ASAP)

ASAP’s mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To learn more, visit asapconnections.org, or call (828) 236-1282. Search their online *Local Food Guide* at buyappalachian.org.

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