



**U.S.A. EXPORT DEPARTMENT: INTERVAL**  
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### THE COMPANY

Fromagerie Guilloateau, which was created in 1983 by Mr. Guilloateau, has become rapidly the main French Specialist in the production of **“ultrafiltrated” soft-ripened cheeses**, made first from cow’s milk and then also from goat’s or sheep’s milks.

It is still a family and independent business; they have two plants located in Belley and Pelussin (heart of Pilat Mountain, near Grand Crus des Côtes du Rhône such as Condrieu, St Joseph, etc...), and employ 230 people with annual sales turnover of USD 65 Millions, and annual production of 6 000 T.

With **Ultrafiltration**, we drain out the whey from the milk before rennet and starters are added, so before coagulation happens (contrary to traditional process), by pressing the milk through natural fibres membranes. As a consequence, we keep more proteins, calcium and phosphorus than in regular soft ripened cheese. The result is a unique creamy texture and unctuousness (“*a double cream which tastes like triple cream*” is our add in the professional US magazines such as Gourmet Retailer) and a very healthy cheese (3 times more calcium than in regular soft ripened cheese).



### PRODUCT SELECTION

The **2 kg Fromager d’Affinois** has really become a must on the US market: it has been a real success story built over 5 years with increase of US sales of 50 % per year since the beginning of the century, and US tonnage of 500 000 lbs in 2003. Today, it is Interval’s n°1 item in the States!

It is a real fast mover and besides, you can keep it quite long (roughly 70 days from packing): connoisseurs will appreciate it matured, when it becomes full creamy.

Besides, Guilloateau handles the 3 types of milks (cow, sheep, goat) with the same process. Our **1 kg Florette** (goat’s milk) and **Fromager d’Affinois Brebis** (sheep’s milk) are our n°2 and n°3 fastest movers in the States as far as Guilloateau range is concerned. We recommend as well our soft ripened cow milk blue cheese of 1 kg: **La Roche**, and our wash-rind soft cheese **Le Brin**.

**Fromager d’Affinois** exists as well Light (1.5 kg) and with Pepper (with 5 types of pepper: black, white, green, Jamaïcan Pimento, Pink Berries) or Garlic and Herbs (with the best quality frozen fresh herbs). Give them a try!(roughly 1/3 of regular Fromager sales).



The whole range is as well available with smaller sizes for Self Service sales by the unit on the shelves (4.5 or 5.3 oz. ) but with shorter shelf-lives (42 to 55 days from packing depending of the items), and as well a whole range of mini cheeses of 1 oz is available both for Food service and retail. We particularly recommend our **film wrapped 60% Pavé D’affinois**: our n°1 item in France.

Moreover, when shipped direct from the dairy, Guilloateau products can be sent to you by boat and without « sell before » dates printed. Our items have the necessary nutritional labels for big sizes, and for most cheeses of smaller sizes as well.

## MARKETING

### Sales material and samples

If you wish product sheets, sales material and/or samples, photos or degustation kits, just let us know.

### Recipes

We also have created for your market leaflets in English with recipes, and leaflets presenting the specificities and of the **Ultrafiltration process**, all of them dedicated to consumers for marketing actions in retail shop or supermarkets with degustation kits.

Hoping that we shall be able to start rapidly a long and new successful direct collaboration with the Guilloteau line,

Thanks and Best Regards,

The Interval Team



# BON APPETIT

## FLORETTE WITH SMOKED BACON

### Ingredients (for 4)

5.5 oz of Florette  
8 thin slices of smoked bacon  
8 tooth-picks  
Salt & Pepper  
4 slices of country bread  
Lamb's lettuce  
Vinaigrette

### Preparation

Cut the cheese in 8 cubes  
Salt and pepper the cubes  
Wrap each cube with a smoked bacon slice and hold them with the tooth-picks  
Put each cube on a 1/2 of bread and grill them in the oven during 10 minutes  
When the cheese starts to melting, take the cubes off the oven and put them in a plate with some seasoned lamb's lettuce



## POTATOES WITH FROMAGER D’AFFINOIS PLAIN

### Ingredients (for 4)

4 large potatoes  
1 lb of Fromager d’Affinois plain  
Nutmeg  
Parsley

### Preparation

Wash the potatoes and wrap them in aluminum paper  
Bake them in the oven during 45 minutes (390 °F)  
When cooked, dig a hole and stuff with Fromager d’Affinois plain cut in small cubes  
Sprinkle with nutmeg and chiseled parsley  
Grill them in the oven during few minutes.

