NEW YORK: November 19, 2012 – “The Original Chèvre” is the first U.S. campaign for French goat cheeses. France is the country of origin for goat cheese ‘par excellence,’ the product of an expertise developed over centuries of artisan craftsmanship. Today, when there are many goat cheeses on the American market, many of which are marketed to look just like original French chèvre – it is difficult knowing what a cheese’s origin is, unless one checks the back label.

The new campaign aims to raise awareness of the origins of French chèvre, which is made with excellent fresh, local milk and centuries-old craftsmanship in France. It is funded by ANICAP (Association Nationale Interprofessionnelle Caprine), the government-recognized body established in 1983 to bring together French goat’s milk producers and processors, and FranceAgriMer, a national body supervised by the French Ministry of Agriculture and Fisheries. Teuwen One Image has been retained as the PR agency of record, in partnership with Euroconsultants.

The word “chèvre” originates in France, where it translates simply to “goat.” Farmers who used fresh goat’s milk to make cheese have referred to it as chèvre for centuries, and the use of the word spread with the cheese’s popularity. The craft of making authentic, artisanal French chèvre has been passed down between generations of farmers for thousands of years.

Today France is the #1 producer in the world of pure goat’s milk cheese. It comes in a large variety of textures and shapes: from logs, to crottins, to cylinders and pyramids. While lush texture, rich flavors and tang are signatures of French chèvre, each one has its own unique identity and story. Chèvre is primarily made in eight main regions across the French countryside, all located South of the Loire River: Poitou-Charentes, Loire Valley, Burgundy, Rhône-Alps, Provence-Côte d’Azur, Languedoc-Roussillon, Midi-Pyrénées and Aquitaine. The unique terroir of each region, created by a tradition of cultural and environmental influence, is unmistakably tasted in the flavors of each finished cheese.
With so many varieties of French chèvre, one can fill a cheese plate and enjoy a full range of flavors and textures.

The new “Original Chèvre” campaign will demonstrate this at demos and tastings in major cities throughout the U.S.

For more information, log on to GoatCheesesOfFrance.com or TheOriginalChevre.com.

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