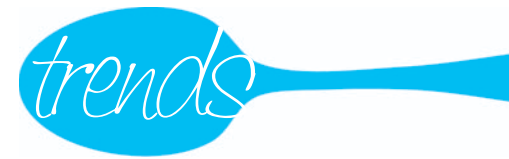




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# CHESS UP YOUR MENU WITH Cheese Plates

I love appetizers but if you are trying to avoid fried foods, it can be a challenge. Make sure you have at least two appetizers that are not fried. One suggestion would be a cheese and olive plate. It can be a set menu item or you can make it a Chef's Choice and offer different cheeses that change with the seasons. Add a few olives, a country olive medley is nice, and an interesting cracker or flat bread. Since this is a great appetizer to share, you can probably get a higher price than some of your other offerings.

Dessert is another area that many diners avoid because of concern over health. We sell perception, and **the perception of fruit and cheese is healthier than cake** so add this as an option to get everyone to order another course and increase your check average. Offer fruit and cheese or fresh fruit as a dessert option. Again, this can also serve as a shared plate and result in higher sales of coffee and after-dinner beverages for the whole table.

Generally, you will want to **choose 3 to 5 cheeses to serve on your cheese board or platter**. The cheese pros recommend grouping cheeses that can play off of each other. You could offer a soft, a hard and a blue cheese or go another route and choose by type, such as a sampling of different types of semi hard cheeses like gouda, provolone, and cheddars. Cheeses can also be arranged by country of origin. Popular choices include Italy, France, Spain, Switzerland, and United States. Cheese plates can be served with many other enhancers such as flat breads, baguettes and crackers. Fresh and dried fruits such as apples, figs, pears, and grapes serve very well with all types of cheeses and gives that extra added touch.



*Choose 3 to 5 cheeses to serve on  
your cheese board or platter*

#### **Atalanta**

Variety Cheese Box - 1 each of Australian Cheddar, Classic Gouda, Danish Blue, French Brie, French Goat Cheese, Huntsman, Morbier, Piave Blue Cheese  
284946.....1/11 lb

#### **BelGioioso**

Cheese Italian Cheese Box Variety: Auribella, fontina, American grana, creamy gorgonzola, sharp provolone  
867317.....5/2 lb avg