

# Downtown Madison Wisconsin Specialty Cheese Walk

Saturday, October 13, 2018

Welcome to Downtown Madison!

Explore our downtown retail businesses and shops in a new and authentically Wisconsin way - with cheese!

Learn more about award-winning, specialty Wisconsin cheese and enjoy samples provided by the Dairy Farmers of Wisconsin at participating businesses along State Street and the square.

At the end of your tasting you'll also be able to purchase your favorite Wisconsin cheeses from Fromagination.

Participating business will also offer sales, specials, and featured items offered exclusively to Family Weekend participants.

**Please show your wristbands that you receive at check-in or Family Weekend program at participating locations to receive discounts.**

## FREE

"Proudly Wisconsin"  
insulated cheese tote with  
\$20 WISCONSIN cheese  
purchase at Fromagination

## VISIT MORE. SAVE MORE.

- Stop at **ALL** locations and receive 25% off your cheeses at Fromagination
- Stop at **15+** locations and receive 15% off your cheeses at Fromagination
- Stop at **10+** locations and receive 10% off your cheeses at Fromagination
- Stop at **5+** locations and receive 5% off your cheeses at Fromagination

Participants who stop at 10 or more locations are eligible to enter a drawing for a Fromagination Gift Basket valued at **\$100**



Parent and Family Program  
UNIVERSITY OF WISCONSIN-MADISON

fromagination  
artisanal cheeses • perfect companions



# Wisconsin Specialty Cheese Walk

Saturday, October 13, 2018

## 1 Starbucks (661 State St.)

Roelli: Little Mountain

*A well-balanced local take on Swiss Appenzeller. Nutty and grassy with a supple texture*

## 2 Tailgate Clothing (579 State St.)

Cedar Grove Cheese: Garlic and Dill Curds

*Classic Wisconsin cheese curds flavored with herbs*

## 3 Fjallraven (559 State St.)

Roth®: Private Reserve

*A nutty, chewy, raw milk Gruyere-style cheese with hints of mushroom*

## 4 Madison Optometric Center (512 State St.)

Roth®: Gran Queso

*A distinctly Wisconsin take on Manchego made with buttery cow's milk. Subtle spice imparted by a paprika and cinnamon rind*

## 5 Art Gecko (510 State St.)

Cedar Grove Cheese: Curds, Original

*Wisconsin's claim to fame -- squeaky and fresh*

## 6 Fair Trade Coffee House (418 State St.)

Sartori: BellaVitano® Espresso

*Creamy Parmesan-style cheese rubbed with freshly roasted espresso*

## 7 A Room of One's Own Bookstore

(315 W Gorham St.)

Saxon Cheese: Big Ed's Gouda

*Young, buttery gouda with a creamy texture*

## 8 The Soap Opera (319 State St.)

Hook's: 12 Year Cheddar

*Carefully selected super-aged cheddar. Sharp and crumbly with a hint of sweetness*

## 9 Parthenon Gyros (316 State St.)

Klondike: Odyssey Feta

*Salty and crumbly, a perfect cheese for snacks and salads*

## 10 Tutto Pasta State (305 State St.)

Sartori: BellaVitano® Black Pepper

*Creamy Parmesan-style cheese rubbed with freshly ground black pepper*

## 11 FONTANA Sports Specialties

(216 N Henry St.)

Bleu Mont Dairy: Bandaged Cheddar

*A delightfully traditional English-style cheddar. Bound in cheesecloth and aged in a cave, this cheese is nutty and complex with a firm and chewy texture*

## 12 Anthology (230 State St.)

Hook's: 8 Year Cheddar

*A perfect blend of richness and acidity. Sharp & tangy*

## 13 Serrv (224 State St.)

Marieke® Gouda: Foenegreek

*Supple, milky, young gouda with Foenegreek seeds. Features unique notes of maple and butterscotch*

## 14 Goodman's Jewelers (220 State St.)

Hook's: 10 Year Cheddar

*Smooth, buttery, and extra sharp with some calcium crystals*

## 15 Kilwins (208 State St.)

Sartori: BellaVitano® Merlot

*Creamy Parmesan-style cheese soaked in merlot wine*

## 16 Teddywedgers (101 State St.)

Widmer's: Brick

*A Wisconsin original. A smooth and creamy interior cradled by a slightly tacky washed rind with a distinct aroma*

## 17 Wisconsin Veterans Museum (30 W

Mifflin St.)

Chalet Cheese: Limburger

*A robustly aromatic ripened Wisconsin cheese famous for being made in no other region of the United States*

## 18 Revel (107 N Hamilton St.)

Roth®: Sriracha Gouda

*A smooth, creamy gouda packed with flavorful and spicy sriracha peppers*

## 19 Camera Company (24 N Carroll St.)

Widmer's: Colby

*A Wisconsin classic. Smooth, mild, and snackable*

## 20 Fromagination (12 S Carroll St.)

Uplands: Pleasant Ridge Reserve

*A grassy, nutty, and complex Alpine-style cheese made in Dodgeville, WI; one of the most highly revered cheeses made in the United States*

[visitdowntownmadison.com/cheesewalk](http://visitdowntownmadison.com/cheesewalk)