



vitamin

CHEESE FROM THE USA

July / 2023

Brie



Mozzarella



Colby
Jack



Soft
cheese



Parmesan



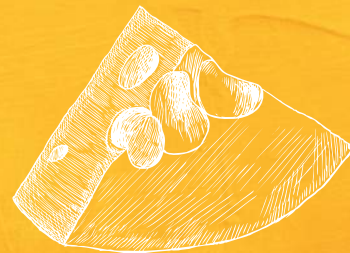
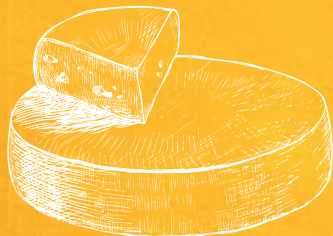
Cheddar

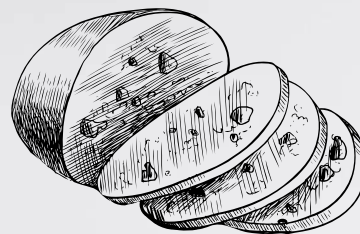
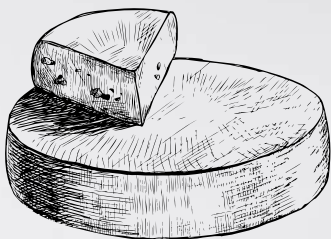


Monterey
Jack



Pepper
Jack

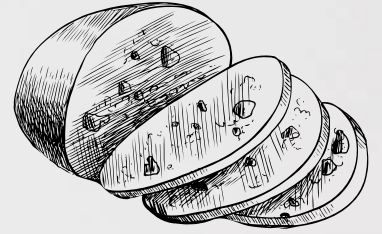




The U.S. Dairy Export Council (USDEC) was founded in 1995 and is a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders.

Mission: As the leading dairy export success accelerator, USDEC enriches the well-being of people, communities, and the planet.





USDEC is the entity funding the USA Cheese Guild activities to promote USA cheese but it is to remain only as a subtle reference in Boilerplates/Contact Information sections as noted (**do not proactively mention USDEC through the Guild's communication programs**).



The United States is the world's largest producer and exporter of cheese. But it's also home to the most variety of cheeses on the planet. Immigrants from France, Italy, the Middle East, Mexico and many other countries have used ancient recipes, sometimes with a twist, to create some of the finest cheeses in the world — just ask the judges. Cheeses from the United States have taken home countless awards at global competitions for many years and in 2019, the World's Best Cheese honor was awarded to — you guessed it — the USA.

In this land of artisans, farmers, and entrepreneurs, traditions from all over the world have inspired a cheesemaking community that is unparalleled anywhere else.

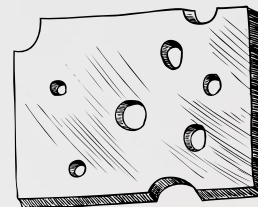


MOOD BOARD





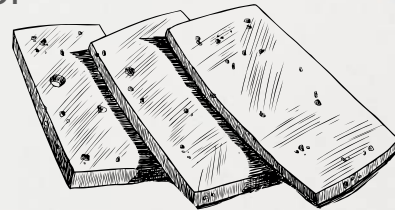
We decided to use cheese board or a stone board as a introduction presentation of various types of Cheese from the USA available in the UAE market. The cheeses are typically accompanied by complementary foods such as crackers, bread, fruits, nuts, and spreads, as well as a variety of utensils and tools for cutting and serving the cheese. The purpose of a cheese board is to provide a visually appealing and delicious way to showcase a selection of cheeses, and to encourage shoppers to try different types of cheeses and pair them with various accompaniments.



A cheese board is a great introduction to the world of cheese. Cheese boards offer a wonderful opportunity to explore the vast and varied world of cheese, from soft and creamy bries to bold and tangy blues, and everything in between.

Handwriting on a board along with sketches is also a great way to explain different types of cheese and their ingredients

In summary, a cheese board is a great way to introduce UAE market to the world of cheese, and to explore the many different types and flavours of US cheese available.



A cheese stone board also serve as a great inspiration for creating delicious and creative combinations of cheeses and accompaniments.

For example:

1. Blue cheese, figs, and honey: The sweet and nutty flavours of the figs and honey complement the bold and tangy flavour of the blue cheese.
2. Colby Jack cheese can be paired with fresh or dried fruits like apples, pears, grapes, and figs. The sweetness of the fruit balances the sharpness of the cheese.
3. Gouda, cured meats, and olives: The salty and savoury flavours of the cured meats and olives complement the nutty and slightly sweet flavour of the gouda.
4. Cheddar, grapes, and crackers: The sharp and tangy flavour of the cheddar is balanced by the sweetness of the grapes, and the crackers add a nice crunch.







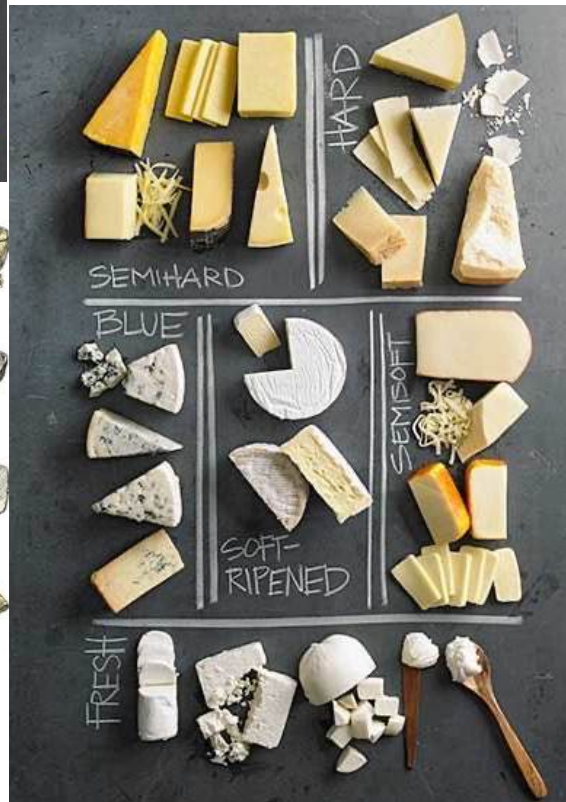
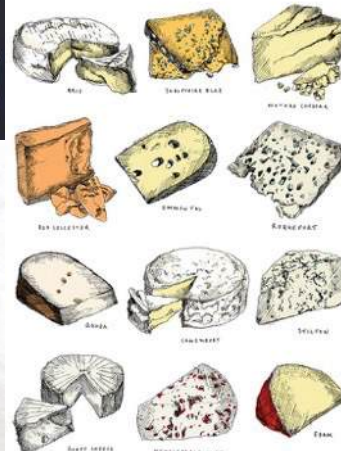
PAIR WITH:
Spicy, Fruit, Nuts



HARD
MANCHEDO



en forme de cœur

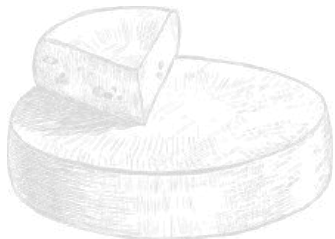
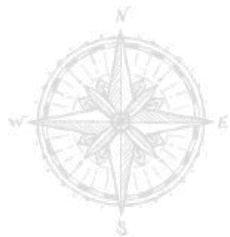


MASTER KV - ALL CHEESES



Master KV All cheeses

Brie



P

C



Soft
cheese

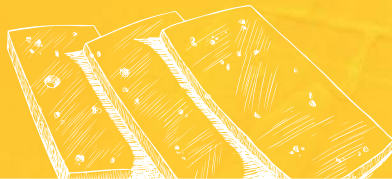
esan



Brie



Mozzarella



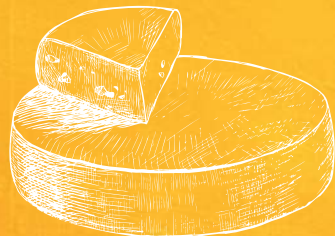
Colby
Jack



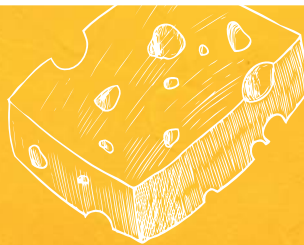
Soft
cheese



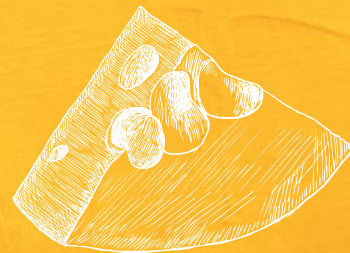
In-Store communication



Pepper
Jack



Monterey
Jack



Master KV All cheeses
Gondola End Dressing



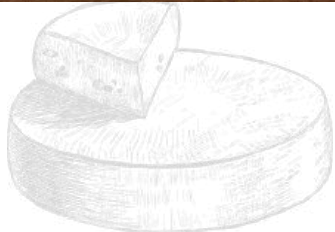
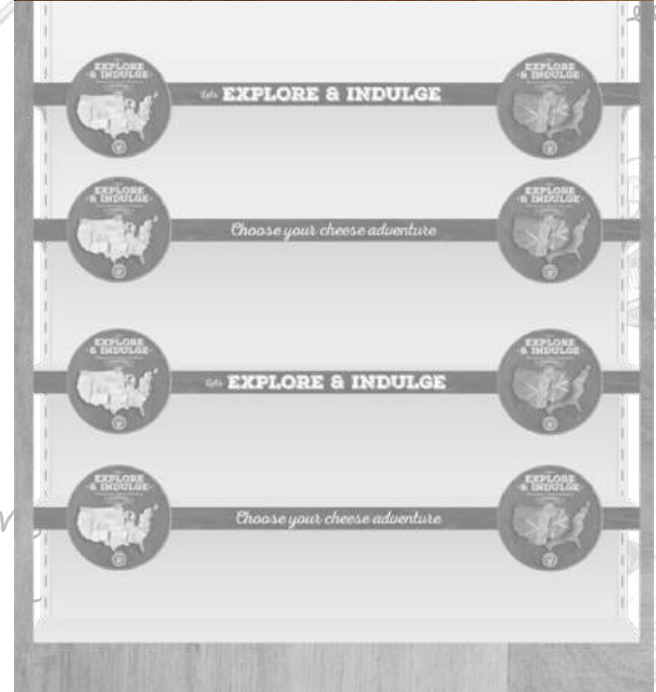


Mozzarella

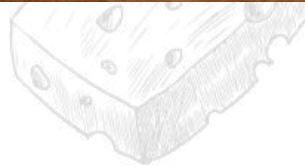


Master KV All cheeses

Header 100cm x 40cm



Pepper Jack



Master KV All cheeses
Wobblers

Mozzarella

Brie

Colby
Jack

Soft
cheese



Jack

Jack

Master KV All cheeses

Shelf Frame

zzarella

Colby

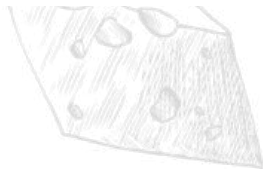
Brie

Soft
cheese



Master KV All cheeses
Shelf Strips

Brie



zzarella



Colby
Jack



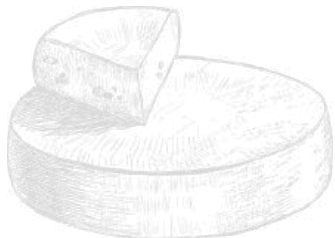
Soft
cheese

Parmesan

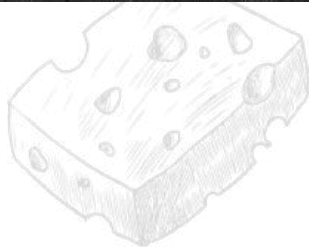


Let's **EXPLORE & ENJOY**

Choose your cheese adventure



Pepper
Jack



Monterey
Jack



Master KV All cheeses

Small Floor Sticker

Brie

zzarella

Colby
Jack

Soft
cheese

Parm

Ch

Monterey
Jack

Pepper
Jack



Option 1



Option 2

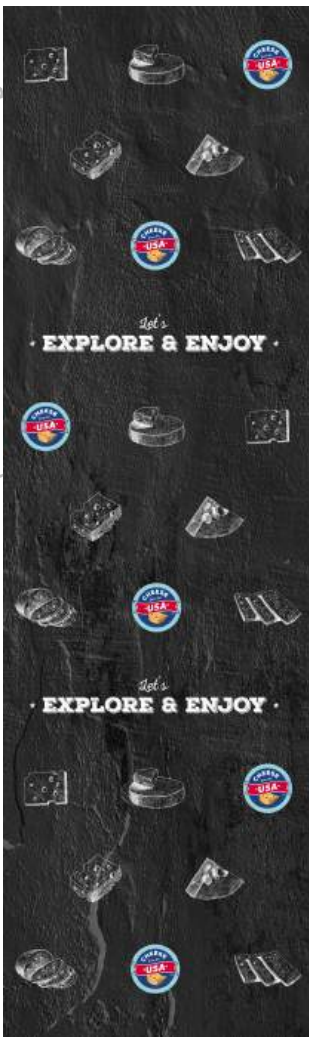


Option 3

Brie



Mozzo



Cheddar

Master KV All cheeses

Big Floor Sticker



Pepper Jack



Soft
cheese

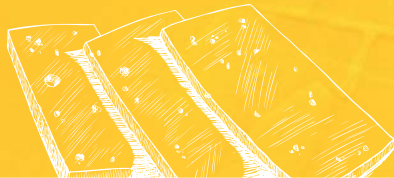
San



Brie



Mozzarella



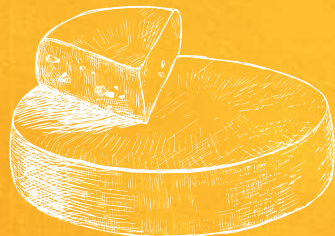
Colby
Jack



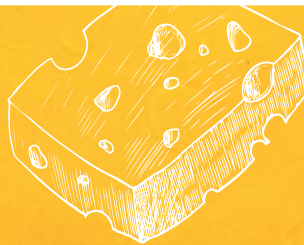
Soft
cheese



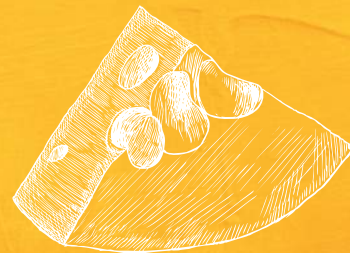
E-Commerce



Pepper
Jack



Monterey
Jack



Master KV All cheeses

E-Commerce Banner

Brie

Mozzarella

Colby
Jack

Let's
**EXPLORE
& ENJOY**

Choose your cheese adventure

Nutritious Delicious

CHEESE
from the
USA

Colby Cheddar Parmesan Mozzarella
Pepper Jack Colby Jack Cream Cheese
Monterey Jack
Sustainable Dairy

High quality,
unique variety,
rich in flavor.

Pepper
Jack

Monterey
Jack

SECONDARY KV CHEESES GROUPED



Secondary KV Cheeses Grouped

Brie

Colby
Jack

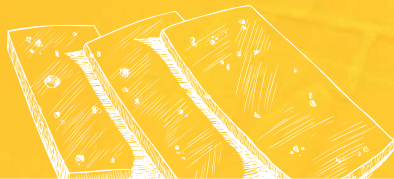
Soft
cheese



Brie



Mozzarella



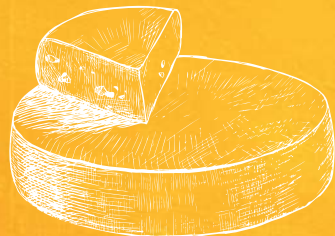
Colby
Jack



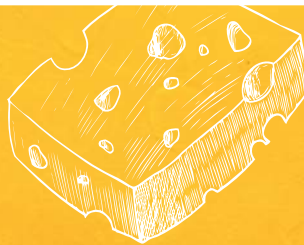
Soft
cheese



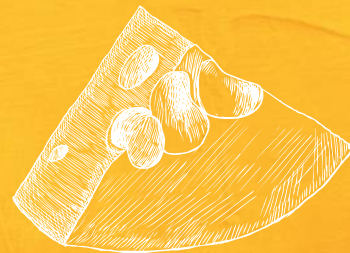
In-Store communication



Pepper
Jack



Monterey
Jack



Let's
**EXPLORE
& ENJOY.**

Cheese is good, cheese is wonderful.

Nutritious & Delicious



The U.S. is the world's top cheese producer. That's why we're known as the cheese capital of the world.



The U.S. is the world's top cheese producer. That's why we're known as the cheese capital of the world.



Did you know that the U.S. alone produces a quarter of all the cheese in the world? That's a lot of cheese!

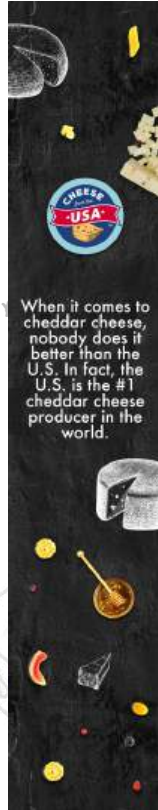
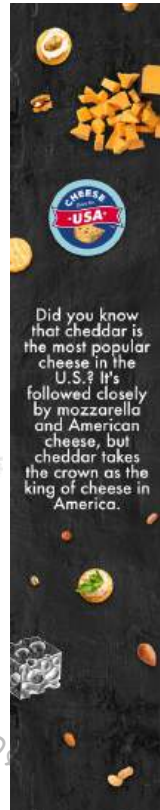
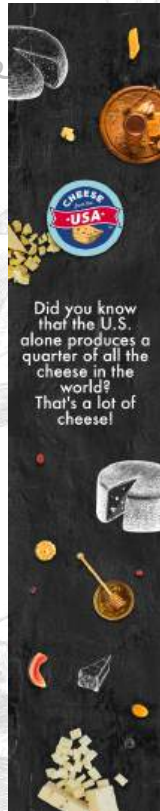
Secondary KV Cheeses Grouped

Arch

arella

Colby
Jack

Soft
cheese



Back

Front

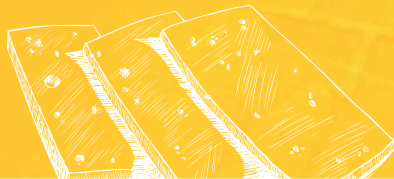
Intern sides

Exterior sides

Brie



Mozzarella



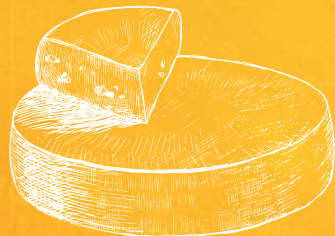
Colby
Jack



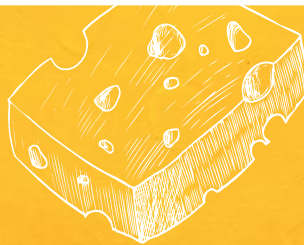
Soft
cheese



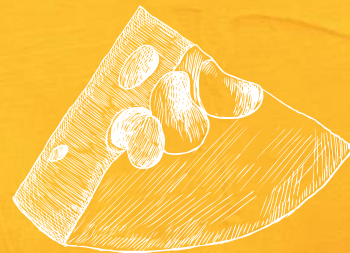
CEILING HANGER



Pepper
Jack



Monterey
Jack



Secondary KV Cheeses Grouped

Ceiling Hanger

Drie



Colby Jack



Soft cheese

INDIVIDUAL POS DIVIDERS





EXPLORE & ENJOY.

Discover your cheese adventure
with *Pairings* & *Delicious*



Colby Jack

This irresistible cheese combines the best of Colby and Monterey Jack, resulting in a beautiful, marbled orange and white appearance. Its mild, buttery taste and creamy texture make it perfect for burgers, sandwiches, and quesadillas.

Pairing suggestions

Crispy apples, red grapes, savory crackers, or caramel popcorn.

Discover the
World of Cheese with
"The USA Cheeseboard"
App



Happy cooking
and cheeseboard
exploration!



EXPLORE & ENJOY.

Discover your cheese adventure
with *Pairings* & *Delicious*



Colby

A delicate balance of mild and tangy with a semi-soft texture that's perfect for melting in all your favorite recipes. Elevate your macaroni & cheese, grilled cheese sandwiches, and quesadillas to a new level of deliciousness with Colby's rich and savory taste.

Pairing suggestions

Rye bread, crisp apples or juicy pears

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exploration!



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Cream Cheese

It's rich, creamy, and smooth with a mild flavor and a sweet and tart finish. This versatile cheese is perfect for all kinds of dishes. You can use it for spreads, dips, sauces, sandwiches, burgers, omelets, and even in bakery and pastry applications.

Pairing suggestions

Bell peppers, bacon, salmon, chocolate, dates, and even cappuccino!

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World of Cheese with
"The USA Cheeseboard"
App



Happy cooking
and cheeseboard
exploration!



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Discover your cheese adventure
with *Pairings* & *Delicious*



Cheddar

A mild and semi-soft texture when young, which becomes sharper and harder as it ages. It's perfect for melting, so use it in your favorite creamy soups, sauces, sandwiches, burgers, omelets, and macaroni & cheese.

Pairing suggestions

Apples, dried fruits, tangy pickles, or baklava.

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World of Cheese with
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App



Happy cooking
and cheeseboard
exploration!



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Discover your cheese adventure
with *Pairings* & *Delicious*



Pepper Jack

Made with pickled jalapeño peppers and other varieties like chipotles, hatch chilis, poblanos, and ghost peppers, this cheese has a tangy, slightly spicy flavor with a hint of heat that's sure to please.

Pairing suggestions

Dried apricots, smoked salmon or cured beef.

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World of Cheese with
"The USA Cheeseboard"
App



Happy cooking
and cheeseboard
exploration!



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with *Pairings* & *Delicious*



Parmesan

This unique cheese has a slightly salty and nutty taste, with a hint of sweetness and concentrated tropical pineapple flavor. It's perfect as a topping for pasta dishes or grated on soups, salads, roasted vegetables, and even desserts.

Pairing suggestions

Cold cuts, dried fruits, pickles, roasted nuts, honey, and even spices like cinnamon.

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World of Cheese with
"The USA Cheeseboard"
App



Happy cooking
and cheeseboard
exploration!



EXPLORE & ENJOY.

Discover your cheese adventure
with *Pairings* & *Delicious*



Mozzarella

With its smooth, creamy texture that makes it a versatile ingredient in many dishes. With a delicate buttery flavor and a slightly tangy finish, it is popular in sandwiches, burgers, and quesadillas.

Pairing suggestions

Tamatoas and olives, or even milk, chocolate and strawberries.

Discover the
World of Cheese with
"The USA Cheeseboard"
App



Happy cooking
and cheeseboard
exploration!



EXPLORE & ENJOY.

Discover your cheese adventure
with *Pairings* & *Delicious*



Monterey Jack

This cheese has a smooth, creamy texture that makes it a versatile ingredient in many dishes. With a delicate buttery flavor and a slightly tangy finish, it is popular in sandwiches, burgers, and quesadillas.

Pairing suggestions

Tart apples, berries, spicy peppers, mushrooms, candied nuts, and dried cured hams.

Discover the
World of Cheese with
"The USA Cheeseboard"
App



Happy cooking
and cheeseboard
exploration!

PICTURES



Mozzarella

Colby
Jack



Before

Pepper
Jack

After

Monterey
Jack

Mozzarella

Colby
Jack



Before

Pepper
Jack

After

Monterey
Jack

Mozzarella

Colby
Jack



Before

Pepper
Jack

After

Monterey
Jack

Mozzarella

Colby
Jack



Before

Pepper
Jack

After

Monterey
Jack



Mozzarella

Colby
Jack

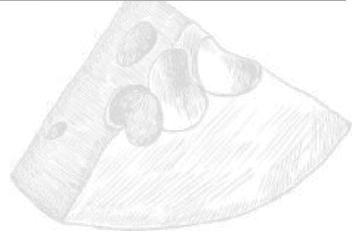


Before

Pepper
Jack

After

Monterey
Jack



Mozzarella

Colby
Jack

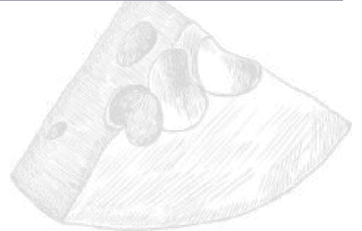


Before

Pepper
Jack

After

Monterey
Jack



Mozzarella

Colby
Jack



Before

Pepper
Jack

After

Monterey
Jack

Mozzarella

Colby
Jack



Before

Pepper
Jack

After

Monterey
Jack

Mozzarella

Colby
Jack



Before

Pepper
Jack

After
Monterey
Jack

Mozzarella

Colby
Jack



Before

Pepper
Jack

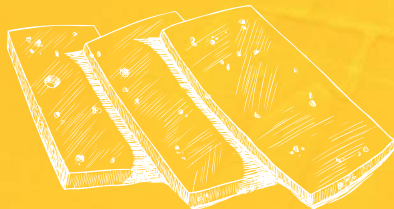
After

Monterey
Jack

Brie



Mozzarella



Colby
Jack



Soft
cheese

Parmesan

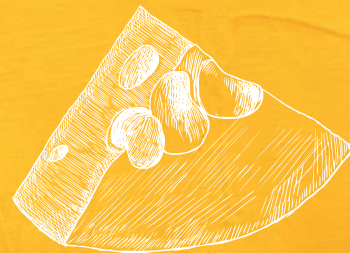


Cheddar

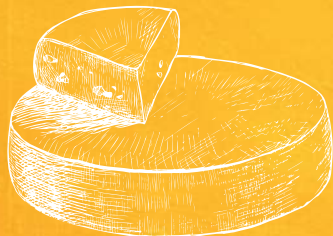
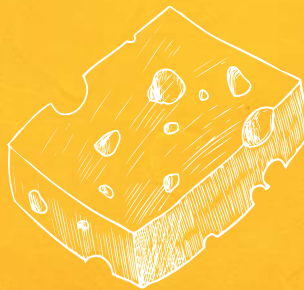
THE BEGINNING



Monterey
Jack



Pepper
Jack



vitamin

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Vitamin Factory – Dubai Industrial City, UAE

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