

NEWS/BUSINESS



Retailworks design firm selected for Mars Cheese, Cheese Counter/Dairy Heritage projects

MILWAUKEE — Retailworks Inc., a Milwaukee-based interior design and branding firm, this week announced it has been chosen to design the retail

interiors for two high-profile, cheese-centric projects — Mars Cheese Castle in Kenosha, Wisconsin, and the Cheese Counter/Dairy Heritage Center in Plymouth, Wisconsin.

Mars Cheese Castle has been a popular and iconic cheese-themed destination for tourists since 1947. The third generation of family owners have selected Retailworks to create a memorable shopping/brand experience throughout the “castle.” The design will pay tribute to the family history, incorporate several interactive and photo-op stations and integrate medieval decorative components.

The restaurant, along with the grocery, beer, cheese, gift and wine departments, will all increase in size, expanding their already wide range of Wisconsin offerings and popular signature items. The wine department will feature a long “feast” table with throne-style chairs and a large custom-made iron and antler light fixture that can be raised and lowered by a pulley system. This room will be available for private parties and wine tastings with food catered by Mars’ new executive chef. Estimated completion is June 2017.

The Cheese Counter/Dairy Heritage Center will pay homage to the

history of cheesemaking in Sheboygan County. The 3-story historic building will offer a multi-use experience. Visitors will discover hands-on, interactive activities and displays, including a “kid’s cheese cave” area.

Guests also will be able to purchase cheese products from area cheesemakers, and a lunch counter serving a variety of grilled cheese favorites is planned for the space.

The project is spearheaded by the Sheboygan County Economic Development Corp. Foundation (SCEDCF) and the Plymouth Redevelopment Authority (RDA). Estimated completion is summer 2017. **CMN**

Vintage Cheese buys Tumalo Farms

TRAVER, Calif. — Vintage Cheese Co., Traver, California, recently acquired Tumalo Farms of Bend, Oregon, and will begin selling Tumalo Farms’ goat milk cheeses to their combined customer base.

Both companies have been working together for the last seven months to transition the Tumalo Farms operation from central Oregon to central California where Vintage Cheese Co. has its production facility. Vintage Cheese spent the last seven months implementing Tumalo Farms’ recipes under the guidance of Flavio DeCastilhos, founder of Tumalo Farms, and began production of the cheeses this month.

With the sale, there will be no change in business, and distributors will continue to be able to order award-winning Tumalo Farms cheese, Vintage Cheese notes. Tumalo Farms’ reputable decade-old brand, recipes and customer base all have been obtained by Vintage Cheese.

“It is very bittersweet to say goodbye to the company that my team and I have built over the years,” DeCastilhos says. “However, I am extremely confident in Vintage Cheese to take on Tumalo Farms and continue to represent the brand in its highest regard. Knowing that distributors and wholesalers will get the same great artisan cheeses without any disruption is very important to me.”

DeCastilhos will remain with Vintage Cheese Co. for the next two years in an advisory capacity to help with customer transition and production training.

Ryan Davis, owner of Vintage Cheese, says the acquisition allows the company to add a proven line of artisanal, award-winning goat cheeses and national recognition to its existing lines of Jersey cow and sheep milk cheeses. Vintage Cheese’s larger production facility and access to a larger source of goat’s milk allows for increased production of Tumalo Farms’ line of products while still maintaining the open vat, handmade operation that made both companies successful, Davis adds, noting that Vintage Cheese’s extensive HACCP program combined with easier access to independent audit certification and convenient shipping location will provide easier and faster access to a larger market distribution network at lower shipping costs.

“We are thrilled to take on Tumalo Farms and continue the success of its predecessor, continuing to make the same great cheese that has made Tumalo Farms what it is today,” Davis says. “We’re ready to fill these big shoes using the best available ingredients and most talented cheesemakers, resulting in unforgettable cheeses. We believe the combined set of products gives us an excellent opportunity in the artisanal cheese market.” **CMN**



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