

# PAUL DISCHAMP

MAÎTRE AFFINEUR

MAISON FONDÉE EN 1911

## BLEU D'Auvergne



### ORIGIN & STORY

Legend has it that an Auvergne farmer, around 1845, added a mould to his curd that had grown on his rye bread.

This discovery became widely used in Auvergne where, combined with the resources of the *terroir*, gave rise to the cheese we know today. The area where Bleu d'Auvergne is produced covers 2 départements at an altitude of over 500m : Puy-de-Dôme and Cantal as well as neighbouring cantons (in Aveyron, Corrèze, Haute-Loire, Lot, Lozère).

### PRODUCT DESCRIPTION

This blue-veined cheese made from pasteurised cow's milk comes in the form of a grey to light grey cylinder wrapped in aluminium foil. Its blue-veined paste reveals a creamy ivory colour, dotted with blue-green moulds.

It is both powerful and intense, with a very melt-in-the-mouth texture. It takes about 20L of milk to make a Bleu d'Auvergne, which is ripened in our cellars on our Saint-Nectaire site for minimum of 28 days.



## THE DISCHAMP ASSETS



### > Our stand-out ripening

Our special feature lies in our end-of-ripening process. Once the blue cheeses have been ripened according to the PDO specifications, they are wrapped in their aluminium foil and continue ripening for 2 to 3 weeks, between 2° and 4°C, known as *cold ripening*. This process develops the smoothness and intensifies the taste.

### > Dry salting

*Salted and rolled by hand by our master affineurs (ripeners). The care provided differs depending on the cheese. The hand-salting makes for bespoke dosing ensuring a greater intensity of taste.*

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## PRODUCT SPECIFICATIONS



- > Blue-veined cheese
- > Ingredients: pasteurised cow's milk (only allergen) - Rennet - Salt - Moulds - Lactic acid and ripening fermenting agents
- > Weight = ± 2.5kg - Height = ± 8-11cm - Diameter = ± 19-23cm
- > Rind: dry, no wetness, no running, grey/white/pink spots
- > Texture: melt-in-the-mouth, smooth, fine
- > Paste: white to ivory with even blue to green veins
- > Taste: distinctive, tasty

## NUTRITION FACTS



	Serving size 100g	Serving size 30g
Energy	334 Kcal / 1383 KJ	100.2 Kcal / 414.9 KJ
Protein	20.0	6
Carbohydrate	0.6	0.18
sugars	<0.5	<0.15
Fat	29.0	8.4
saturated fat	19.0	5.7
Salt	2.8	0.84

## PACKAGING



	Entier	Demi
Temperature on receipt	6°C +/- 2°C	6°C +/- 2°C
Min. best before date on receipt	25 days	25 days
Packaging material	Aluminium foil	Aluminium foil
Overwrapping	Cardboard box	Cardboard box
Traceability	9-figure code	9-figure code
Packing	Package of 4 units	Package of 4 units
Package dimensions	42 x 22 x 22 cm	48 x 23 x 12 cm
EAN13 barcode	3151820432025	3151820432032
Palletisation	9 packages per layer 8 layers per pallet	6 packages per layer 10 layers per pallet



### GOES WELL WITH ...



Eat with:  
- Wines from the south-west of France - it goes perfectly with a sweet Jurançon.  
The notes of undergrowth create a harmonious balance with the sweet aromas of citrus fruit, tropical fruit, apricots and dried fruits hidden in the wine.

### CONSUMER ASSET

- PDO label - Trust mark
- Hand salted and rolled by our affineurs

### RETAILER ASSET

- Easy to cut
- Can be divided into portions for self-service in plastic trays