

# PAUL DISCHAMP

MAÎTRE AFFINEUR

MAISON FONDÉE EN 1911

## BLEU D'Auvergne CHEESE CUBES



### 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).

Today and for the first time, the Bleu d'Auvergne cheese is invited to the tables in a cube format.

### 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.

Now available in cube format, this cheese goes perfectly well with salads and embellishes hot meals. It can also be savoured alone as an aperitif.



## 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.

### > A convenient cube format, ready to be used

Ideal format for aperitifs or culinary preparations, this tasty bowl of cheese cubes is adapted to all occasions and all tastes !



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# PRODUCT SPECIFICATIONS



- > Blue-veined cheese cubes
- > Ingredients: pasteurised cow's milk (only allergen) – Rennet - Salt - Moulds - Lactic acid and ripening fermenting agents
- > Weight = 150gr - Diameter = 1.4cm x 1.4cm +/- 0.3cm
- > 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	6
Carbohydrate	0.6	0.18
sugars	<0.5	0.15
Fat	28	8.4
Saturated fat	19	5.7
Salt	2.8	0.84

# PACKAGING



	Bowl
Temperature on receipt	4°C max
Min best before date on receipt	30 days
Packaging material	Plastic cup + plastic film
Overwrapping	Carboard box
Traceability	8-figure code
Packing	Package of 8 units
Package dimensions	24 x 26 x 18 cm
EAN13 Barcode	3271560001609
Palletisation	15 packages per layer 5 layers per pallet



## GOES WELL WITH ...



Eat with:

- As an aperitif, on salads or even to embellish hot meals.
- 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

- The cube format follows the current consumer trends