

How to Design the Name of an Artisanal Cheese

Dairy Business Innovation Center

Typically, artisanal cheeses in the U.S. are named in four different ways:

I. Name of the business, farm, person or family combined with the type of cheese:

- 1) Beecher's Cultured Butter (WA).
- 2) Bridgid's Abbey (Cato Corner, Connecticut).
- 3) Mecox Sunrise (Mecox Bay Dairy, NY).
- 4) McCadam Muenster (McCadam Cheese, NY).
- 5) Nancy's Hudson Valley Camembert (Old Chatham, NY).
- 6) Rosemary's Waltz (Silvery Moon Creamery, OR).

II. Geographical locations or characteristics, often combined with cheeses features. (There may or may not be an obvious—or described-- connection between a characteristic of the cheese and the geographical feature.)

- 1) Marble Mountain (Cypress Grove, CA). (Chevre is marbled with ash.)
- 2) Virgin Pine Native Sheep (Carr Valley Cheese, WI).
- 3) Crater Lake Bleu (The Rogue Creamery, OR).
- 4) Classic Vermont Cheddar Cheese (Cabot, VT).
- 5) Amablu (Amablu, Minnesota).
- 6) Allegheny Chevre (Firefly Farms, Maryland).
- 7) San Joaquin Cheddar (Fiscalini, CA).
- 8) Vermont Brie (Blythdale Farm, VT).
- 9) Ascutney Mountain (Cobb Hill, VT). ('Slightly domed'.)
- 10) Trade Lake Cedar (LoveTree Farm, WI).

III. Variety of Cheese. In some cases, producers use the varietal name alone; in other cases, they add an original name—the origin of the original name may or may not be explained.

- 1) Marinated Mozzarella Braid (Capiello, N.Y.)
- 2) Brie Cheese (Marin French Cheese Co., CA).
- 3) Queso Oaxaca (Mozzerella Co., TX).
- 4) Smoked Cheddar (Redwood Hill, CA).
- 5) Grand Cru Gruyere (Roth Kase, WI).
- 6) Gouda (Samish Bay Cheese, WA).

IV. Characteristics of the cheese (Some names are explained, others are not.)

- 1) Fromage a Trois (Cypress Grove, CA). (3 layers: pesto, pine nut, dried tomato.)

- 2) Velvet Rose, Sweet Grass Dairy.
- 3) Merry Goat Round (Firefly Farms, MD).
- 4) Five Star Cheddar (Grafton, VT). (Aged five years).
- 5) Summer Daze (Hope Farm, VT).
- 6) Peppered Pyramid (Old Chatham, NY).
- 7) Del Cielo (Pure Luck, TX). (Translation: 'From Heaven').
- 8) Lamb Chopper (Cypress Grove, CA). (Sheep's milk.)
- 9) Wabash Cannonball (Capriole Cheese, IN).

Cheeses Names and Standards of Identity in the U.S.

Before naming a cheese in the United States, be sure to read federal regulations regarding cheese varieties and standards of identity so that your cheeses conform to federal regulations. See the following:

- Go to: <http://www.gpoaccess.gov/cfr/index.html>
- Enter "21CFR133" in the search box, hit submit
- The following will appear – click on title to go to document:

1. [1998 CFR Title 21, Volume 133.10](#) Notice to manufacturers, packers, and distributors of pasteurized blended cheese, pasteurized process cheese, cheese food, cheese spread, and related foods.

- Determine which cheese variety you are interested in.
- Click on PDF
- Click on Adobe Reader as the program you want to use to read the file.

A note and warning about European varieties of cheese: It is currently a common practice to use the European name for a European variety of cheese produced in the U.S. or elsewhere outside of its original region of production in Europe. However, the European Union has developed legal protection to 'own' the names of certain cheeses. Therefore, a safer long-term practice when producing European varieties is to develop a unique, regional name. In literature, it is possible to state that the cheese is based on a specific European style of cheese.