



Press release

For immediate release

The ÉCONOMUSÉE® Network welcomes a new member

The Raw Milk Cheese Making ÉCONOMUSÉE®

Fromagerie du Pied-De-Vent

– Located in Havre-aux-Maisons, Magdalen Islands, Quebec –

Havre-aux-Maisons (September 11, 2010) – The ÉCONOMUSÉE® Society Network and President of the Board of Directors **Cyril Simard, PhD.** are particularly proud to welcome the **Raw Milk Cheese Making ÉCONOMUSÉE®** into the network – **the 36th ÉCONOMUSÉE® in Quebec.**

In a building that was expanded to apply the patented ÉCONOMUSÉE® concept, Jérémie and Lucie Arseneau and the entire team at the Fromagerie du Pied-De-Vent dairy invite you to come for a unique experience: taste samples of raw milk cheese made from the milk of Canadian cows (the oldest breed in North America) in the enchanting surroundings of the Islands with a view over the sea.

You will discover the steps in making *Pied-de-Vent*, *Tomme des Demoiselles* and *Meuleron* – specialty cheeses with evocative names – as well as their origin and unique characteristics. The combination of sea spray and the dairy herd's diverse diet of Island-grown fodder result in a unique milk that gives these cheeses their rich taste.

As you tour the dairy, you will see photos, videos and objects that relate to the history of cheese and how it is made and served. For example, did you know that one of the first cheeses made during the time of New France is still being produced today? What is the difference between raw milk and thermalized milk, or summer milk and winter milk?

You will see the steps required to make the dairy's cheeses and have the opportunity to ask the artisans questions. How much time does the cheese maker have to begin production once the

cows have been milked? Does it take the same quantity of milk to make all the dairy's cheeses? Why is the Canadian breed of cow used?

In addition, not only is cheese a treat for the taste buds, it has captured the imagination of well-known Island artists, who display their unique contemporary pieces made exclusively for the ÉCONOMUSÉE®.

In an ÉCONOMUSÉE®, *the artisans at work* are in the spotlight – they are the trade mark of this network composed of dynamic artisans highly dedicated to their trade who provide their clientele with contemporary and traditionally-inspired local products.

These friendly artisans are happy to share their knowledge, and invite you to come for an authentic and enriching cultural experience. You will witness their daily routine first-hand and will not be able to resist the temptation to bring home a tasty souvenir of the Islands...

EXPERIENCING AN ÉCONOMUSÉE® MEANS

- meeting *artisans at work* in their workshop
- learning, broadening your horizons in a dynamic environment created by professionals
- discovering beauty and authenticity, and purchasing products proudly made on site.

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Source: ÉCONOMUSÉE® Society Network
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