



**For Immediate Release**

**18th CALIFORNIA ARTISAN CHEESE FESTIVAL  
ANNOUNCES PARTICIPANTS OF THE ARTISAN CHEESE TASTING AND  
MARKETPLACE**

*Over 120 types of cheese to sample and purchase  
New Marketplace artisans, beer garden and live music  
March 24 at Grace Pavilion at the Sonoma County Fairgrounds*

SANTA ROSA, Calif.—March 14, 2024—Tickets are selling fast for California’s premier cheese festival, the 18<sup>th</sup> Annual [California Artisan Cheese Festival](#), March 22-24, 2024. The Artisan Cheese Festival brings together cheesemakers, farmers, educators, chefs, cheese mongers, brewers, distillers, winemakers and food artisans from near and far for three full days of cheese tasting, education and celebration in and around Sonoma County.

Don’t miss out on the grand finale Artisan Cheese Tasting and Marketplace taking place at Grace Pavilion at the Sonoma County Fairgrounds in Santa Rosa on March 24. In addition, spots are still available for Saturday’s five different Pairing seminars and Cheese Board building workshop sessions taking place in tasting rooms and farms around Sonoma County.

"We are so happy with how the festival has come together. Our farm tours and cheese crawl are sold out. We still have a few tickets left for the Saturday seminars and we hope that everyone gets their Sunday marketplace tickets sooner rather than later as we anticipate those selling out as well!" says Sarah Simms, president of the California Artisan Cheese Guild and co-founder of Lady & Larder. She adds, "We will have over 120 cheeses to taste at the marketplace along with live music and our new beer garden plus expanded food offerings and Valley Ford's famous Raclette station will be returning this year. It’s going to be a wonderful celebration of community and cheese!"

**Artisan Cheese Tasting & Marketplace  
Sunday, March 24, 2024**

*Grace Pavilion at the Sonoma County Fairgrounds and Event Center  
1350 Bennett Valley Road, Santa Rosa*

*The Marketplace will take place rain or shine. Adults are \$65 for general admission or \$90 for early entry at 11am. Children's tickets are \$30 and available for ages 12 and under. Strollers are not permitted.*

The grand finale of the festival, the Artisan Cheese Tasting and Marketplace is a banquet for the senses, bringing together over 100 artisan producers of the best California cheese, wine, beer, ciders and specialty foods. There will be 24 cheese makers with over 120 handcrafted cheeses to sample and buy. Tickets include admission, live music by FBI Band, and an Artisan Cheese Festival insulated cheese tote bag (complete with ice pack to keep your cheese cold).

**New this year** is the Beer Garden featuring craft brewers and cider makers including Seismic Brewing Company, Golden State Cider, Moonlight Brewing Co., Mt. Diablo Cider, and Old Possum Brewery. Guests will have an option to either sample or purchase a voucher for full pours at a reasonable cost.

**Expanded food offerings** include Batter Bakery muffins and scones, Beecher's Cheese soup, Bubbles Babes Boards charcuterie boards, Point Reyes Farmstead Cheese Co. Mac & Cheese, and Valley Ford Raclette. Flagship Taproom of Santa Rosa will serve their barbeque specialties and pour a selection from Civilization Brewing Co.

**Cheesemakers and Creameries showcasing their products at the Marketplace:** Achadinha Cheese Company, **Andersen Dairy**, **Beecher's Handmade Cheese**, Beehive Cheese, Bellwether Farms, Bohemian Creamery, Central Coast Creamery, Cowgirl Creamery, Cypress Grove, Fiscalini Cheese Company, Laura Chenel, **Leo Leo Gelato**, Marin French Cheese Co., **Mt. Eitan Cheese**, Nicasio Valley Cheese Co., **Oakdale Cheese**, Pennyroyal Farm, Point Reyes Farmstead Cheese Co., **Ruby Jewel Ice Cream**, Rumiano Cheese Co., **Schoch Family Farms**, Spenker Family Farm, **Stepladder Creamery**, Stuyt Dairy Farmstead Cheese, **TMK Creamery**, Tomales Farmstead Creamery, Valley Ford Cheese & Creamery, Wm. Cofield Cheesemakers.

**Breweries, wineries, cider makers and distilleries pouring their products:** Alley 6 Craft Distillery, Goat Rock Cider, Goldeneye Winery, Golden State Cider, Gondak Cellars, Gowan's Heirloom Cider\*, **Hiveworks Mead Co.**, **Hobo Wines\***, Jardesca, Kokomo Wines, Little x Little Wines, Longboard Vineyards, Matanzas Creek, **Monroy Wines**, **Montagne Russe Wines\***, **Moonlight Brewing**, New Alchemy Distillery, Seismic Brewing Co, Woodenhead Wines\*.  
(\* Denotes vendors offering full bottle sales.)

**Non-alcoholic beverage makers:** Bitter Girl Bitters, Fabula Tea, **Lemon Squeezy**, **Ricas Aguas Frescas**, Tea and Trumpet.

**Meats and charcuterie:** Black Pig Meat Co., **Fabrique Delices**, Journeyman Meat Co., Maison Porcella.

**Savory accompaniments including crackers, hot sauces, pickles and condiments:** Big Spoon Sauce Co., Big Sur Salts, Cult Crackers, Golden State Pickle Works / Collective Cultures, Humboldt Hot Sauce, **Kuali Salsa Macha**, McEvoy Ranch, Napa Nuts.

**Sweets ranging from chocolate, cookies, muffins and scones, confections and dessert sauces:** Amapola, **Batter Bakery**, Carmel Berry Company, Charlotte Truffles, **CocoTutti**, Diane's Sweet Heat, Farmer's Only Daughter, **Kindred Caramel**, Nadia's Dessert LLC, R&J Toffees, **Sonoma Spice Queen**, Sonoma Syrup Co., **Sonoma Sauces and Sonoma Cake Creations**, Volo Chocolate.

**Merchants:** Copperfield's Books Inc., **Gold Ridge Organic Farms**, Mr. M's Woodshop, West Coast VibeZ – Resin Design.

**Education and Community:** California Milk Advisory Board, Cheese Trail, **Farm Fresh to You**, Sonoma County Tourism.

*Note: New participants to this year's Marketplace are referenced in **bold** font.*

For the list of Marketplace Participants go to:

<https://artisanscheesefestival.com/marketplace-participants/>

There are still some tickets left for the limited seating Saturday seminars and workshops.

### **Seminars, Pairing Demos and Workshops**

#### **Saturday, March 23**

*Various locations around Santa Rosa and Petaluma. Times vary.*

Bringing attendees face-to-face with the experts who work with and create some of America's best artisan cheeses and the libations that pair with them, the Saturday seminars, workshops and pairing demonstrations tend to sell out early every year. Seminars will cover topics ranging from cheese and wine pairings to building a cheese and charcuterie board to tasting cheese with beer or aperitifs. Some seminar locations also feature a special add-on for guests who want to stay a little longer to enjoy the wines or participate in other tasting experiences.

\*The full lineup of seminars and pairing demos may be found at

<https://artisanscheesefestival.com/schedule/seminars/>

## **SOLD OUT! Friday Farm & Producer Tours**

These fan-favorite intimate tours to various farms, creameries and artisan producers are some of the most popular and coveted events of the weekend, giving visitors a glimpse into the important role of the farmer and where cheese gets its start. Guests will be guided on behind-

the-scenes walking tours where they can learn how cheese and other artisan products are made, meet the producers, farmers, animals and cheesemakers behind their favorite local products and, of course, taste the fruits of their labor.

<https://artisancheesefestival.com/schedule/tours/>

## **SOLD OUT! Saturday Cheese Crawl at the Barlow in Sebastopol**

Embark on a savory journey through The Barlow in Sebastopol for an evening of cheese tasting and discovery. Participants will receive a map directing them to various businesses where cheesemakers will offer samples, accompanied by featured food or beverage tastings. Tickets must be purchased in advance, and detailed check-in information and parking details will be provided to ticket holders closer to the event date. This experience is exclusively for guests 21 and over.

<https://artisancheesefestival.com/event/cheese-crawl/>

The Festival, which began in March 2007, has grown into three days of cheese tasting, education and celebration that brings together California's premier cheese makers and offers cheese enthusiasts of all experience levels an unparalleled opportunity to taste and purchase new, limited production, and rare artisan cheeses as well as meet with and sample products from Bay Area farmers, chefs, brewers, winemakers, distillers and artisan food purveyors.

For more updates and details and to purchase tickets to the California Artisan Cheese Festival visit, <http://www.artisancheesefestival.com/>

### **Hotels**

The festival's hotel partners are offering special pricing for Festival goers. Properties include: Sheraton Sonoma Wine Country Petaluma, Hampton Inn & Suites Windsor, Courtyard Marriott Santa Rosa, The Astro, Flamingo Resort & Spa, The Sandman, Hyatt Regency Sonoma Wine Country, Hotel Hilton Inn and Suites, Lodge at Marconi.

<https://artisancheesefestival.com/hotels/>

### **Sponsors**

Generous sponsors of the California Artisan Cheese Festival include Beehive Cheese Company, Bellwether Farms, Cowgirl Creamery, *Culture Magazine*, County of Sonoma/Sonoma County Ag Preservation & Open Space District, Cypress Grove, Dairy Connection, Donald and Maureen Green Foundation, *Edible East Bay*, *Edible Marin & Wine Country*, Horizon Specialist, Laura Chenel, Marin French Cheese Co., Nicasio Valley Cheese Co., Oliver's Markets, Point Reyes Farmstead Cheese Company, Pure Luxury Transportation, Qualtech, Real California Milk, Rustic Bakery and Sonoma County Tourism.

## **About California Artisan Cheese Festival**

A 501 (c)(3) non-profit organization, the California Artisan Cheese Festival strives to increase cheese appreciation, educate consumers about artisan cheeses, support the cheesemaking community and its sustainability and celebrate the creations of California's many farmers and cheesemakers. The festival began in March 2007 as the first-ever, weekend-long celebration and exploration of handcrafted cheeses, foods, wines and beers from California. In keeping with its dedication to the community, the Artisan Cheese Festival has donated more than \$180,000 in grants to nonprofit partners that support local sustainable agriculture including the California Artisan Cheese Guild. For more information about the California Artisan Cheese Festival, visit <http://www.artisancheesefestival.com/> or follow on [Facebook](#), [Instagram](#) and [Twitter](#).

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