

Wisconsin Department of Agriculture, Trade and Consumer Protection: Alice in Dairyland, cheesemonger to create giant cheeseboard at Good Day Market

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MADISON – Crystal Siemers-Peterman, 70th Alice in Dairyland, and cheesemonger Liz Dueland, co-founder of Culture with Madison Cheesemonger, will create a six-foot cheeseboard during the Good Day Market at the Madison Masonic Center in downtown Madison, Saturday, Dec. 9, 10 a.m.-1 p.m.

Dueland will demonstrate tips to create an elegant cheese and charcuterie board for the holidays. Siemers-Peterman will learn strategies to cut and display cheeses, how to pair cheeses with accompaniments that elevate the experience, and even how to make salami roses. Many of the products featured will be from companies that are part of the Something Special from Wisconsin™ program trademarked through the Wisconsin Department of Agriculture, Trade and Consumer Protection. The finished board final will be sampled to attendees and will feature cheeses from America's Dairyland.

About 50 artisans, makers and independent designers from throughout the Midwest will be selling handcrafted home and lifestyle goods at the Good Day Market. Guests will also enjoy food carts, music, artisan demos and a full bar. The event is free and is open to the public.

ABOUT ALICE IN DAIRYLAND

Crystal Siemers-Peterman is serving as the 70th Alice in Dairyland. As Wisconsin's agricultural ambassador, she educates audiences across Wisconsin about the \$88.3 billion economic impact and importance of our state's diverse agriculture industry on our daily lives. Alice in Dairyland is a one-year, full-time public relations professional employed by DATCP.

ABOUT CULTURE WITH MADISON CHEESEMONGER

Culture with Madison Cheesemonger is a Madison-based cheese catering firm that features artisan cheese. In addition to catering private events, Culture also offers cheese-related classes – cooking classes as well as classes on how to build the perfect cheese board.

ABOUT GOOD DAY MARKET

Good Day Market is a modern mercantile-style event showcasing the ingenuity, craftsmanship and practical goods produced in the Midwest. It's a place to showcase vendors who focus on making high-quality home and lifestyle goods such as furniture, textiles, clothing, lighting, wood goods, apothecary, handbags, jewelry, packaged food and beverage and more. Full event details can be found on the website at gooddaymarket.net.

Event: Cheeseboard Creating at Good Day Market Date: Saturday, Dec. 9, 2017
Time: 10 a.m.-1 p.m. Location: Madison Masonic Center, 301 Wisconsin Ave. Who:
70th Alice in Dairyland Crystal Siemers-Peterman and Cheesemonger Liz Dueland