

# Appleby's takes trip down to Big Apple

A food maker from Shropshire has become a big cheese in the Big Apple.

A delegation from Applebys, in Whitchurch, wowed customers in New York during a major international food fair.

Head of marketing, Clare Downes, travelled to New York with British cheese marketing specialists Neal's Yard Dairy for the city's Fancy Food Show.

The three-week trade visit included two days at the New York Fancy Food Show and tastings of Appleby's Cheshire and Double Gloucester with customers from cheese shops across America.

Today Mrs Downes said: "The Americans had never tasted anything like our Cheshire cheese.

"They particularly liked its crumbly texture and were also impressed with the lingering, slightly acidic flavour.

"We are working very closely with Neal's Yard Dairy, which is a wholesaler that supplies high-end cheeses to customers in America. We hope that it will lead to more orders for Appleby's cheeses."

Mrs Downes took supplies of Appleby's Cheshire and Double Gloucester varieties.