



## Sandwiches Satisfy with Wisconsin Specialty Cheese

There's no denying sandwiches are hot. Operations from fast-casual to trendy bistros and upscale restaurants are adding sandwiches made with specialty ingredients to their menus. Demand for these popular portables is on the rise too, with consumers eating an average of 235 sandwiches a year<sup>1</sup>.

According to the NPD Group, one of the fastest growing foods at restaurants in 2007 was snack sandwiches. In addition, as natural cheeses continue to grow in popularity, processed cheeses are being used less in sandwiches – replaced by natural choices such as Provolone, Swiss and Mozzarella.

You can show your customers how using Wisconsin specialty cheese can help make their sandwiches go from plain to Wow! With more than 600 varieties, types and styles to choose from, Wisconsin cheese delivers the perfect sandwich melt.

Suggest your customers start with these Wisconsin cheeses for a more enhanced flavor profile:

**Provolone** — a full-flavored cheese with a firm texture. Melt Wisconsin Provolone into an antipasto panini with onions, olives and tomatoes.

**Swiss** — a mellow cheese with a nutty flavor and firm texture. Serve Wisconsin Swiss melted over chicken with marinara sauce on grilled sourdough bread.

**Havarti** — a smooth, creamy cheese with a buttery flavor. Update a hearty roast beef dip with a slice of Wisconsin Horseradish or Caraway flavored Havarti.

**Muenster** — a mild, mellow tasting cheese with a creamy, semi-soft texture. Slice Wisconsin Muenster and serve warm in a pita with turkey, fresh spinach, tomatoes and red onions.

**Gouda** — a rich, buttery tasting cheese with a smooth creamy texture. Top a warm turkey sandwich with smoked Wisconsin Gouda, lemon basil aioli and tomato relish.

**Brie** — a soft, creamy cheese with an earthy flavor. Melt Wisconsin Brie on a beef tenderloin sandwich and serve with caramelized onions.

Update these classic warm sandwiches with the help of Wisconsin cheese and other specialty ingredients:

**Grilled Cheese** — melt Wisconsin Fontina, Fresh Mozzarella and Provolone cheeses with roasted red pepper and grilled asparagus; serve toasted on crusty sourdough bread.



**BLT** — top warm brioche with pancetta, fresh spinach, roasted tomatoes and crumbled Wisconsin Gorgonzola cheese.

**Cheeseburger** — top a burger with Wisconsin Feta cheese, black olives and tomatoes for a cheeseburger with Mediterranean flavor.

To help operators expand their sandwich offerings, the Wisconsin Milk Marketing Board offers a free guide, "**Wisconsin Cheese Presents: Inspired Creations — For Sandwiches.**" To obtain a copy of the guide or to access the Wisconsin Milk Marketing Board's recipe database and foodservice marketing tools, please visit [www.foodservice.WisDairy.com](http://www.foodservice.WisDairy.com).