



# FISCALINI

*Since 1941*  
FARMSTEAD

## NEWSLETTER



December, 2009

## WISHING YOU A BLESSED HOLIDAY SEASON

All of us at Fiscalini Cheese Company want to wish you our most warm wishes for a Merry Christmas, and a Happy New Year. This is a very busy time of the year for most of us, and sometimes we forget to count our blessings. While looking back at historically low milk prices, the worst economic crisis since the “Great Depression”, and increasing government intervention into our lives, it might be easy to only think of what we might have had, rather than to cherish what we do have. We are thankful for our great country, the many opportunities that we have to exercise our freedoms, to be in business, and most importantly that we have our loved ones and our health. We thank our creator for the chance to see beautiful sunrises and sunsets, to hear our cows mooing, and to feel the warmth of the sunlight even on a cold winters’ day. We hope that all our readers have a most enjoyable holiday season, and can help others to enjoy the bounty that is present around us all.

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## Carolyn Kepcher TV Spot Features Fiscalini Cheese



Heather and John Fiscalini were recently filmed with Carolyn Kepcher, the star of a new television series to debut in the Fall of 2010. Prior to the series, Carolyn is releasing a “Holiday Survival Guide” this fall. In one of her spots, she features the cheeses of Fiscalini as a perfect recipe ingredient, and as a holiday gift. Carolyn is known as the first assistant of Donald Trump on “The Apprentice”.

See the full press release on page two.

## Full Press Release for “Work Her Way”

### **3 SCREEN PRODUCTIONS BUILDS TV PILOTS WITH GAURANTEED NATIONAL DISTRIBUTION.**

*-Most Recently with Carolyn Kepcher from the Apprentice, and the launch of “Work Her Way”*

### **AFTER 5 YEARS ON “THE APPRENTICE”, CAROLYN KEPCHER IS BACK...WITH HER OWN SHOW!**

*-This time she’s not firing people...she’s giving advice on how to keep your job and more-*

You remember her from the first five years of the Apprentice; Trumps straight shooting, beautiful #2 in-command. The Donald made her handle all the hard firings, and ask the hard questions, and now she’s back... but this time she has her own show, and instead of firing people, she’s helping her female audience not get fired, and balance their busy lives. The weekly talk show, “Work Her Way” hits the airwaves Fall 2010, but look for an introduction to the Series this Fall, in the form of a Holiday Survival Guide for busy women entitled, “Every Holiday with Carolyn Kepcher”. Much like the weekly Series next Fall, Carolyn and her network of experts provide career and financial advice, as well as discussing a myriad of lifestyle topics that busy working women face every Holiday Season. Typecast as the “boardroom killer” on Trumps Emmy Award Winning

Reality Series, Carolyn’s excited to show the world the REAL Carolyn Kepcher, and so is Executive Producer Ron Secreto, in fact he’s banking on it. “I knew from the first time our team met Carolyn, and saw how down to earth and real she was, that we had a whole side to her that her existing fan base, and more importantly potential new fan base, will find very genuine and appealing.” The Holiday Series is also focused on “giving back” during these tough economic times, helping others around you during the Holiday Season, “and that’s the other thing people don’t know about Carolyn”, says Secreto, whose award winning show, W...the women’s show also has a very philanthropic feel “She has been so involved in Boys and Girls Club of America, and numerous grants and assistance programs for women in business since leaving the Trump Organization.” Rumors are already flying about the Holiday Series this fall, and all the great products that are going to be given to the women tuning in.

**About Caroline & Co.** Carolyn & Company is the media organization responsible for “Work-Her Way”. The Company is made up of over 150 contributing authors and specialists lead by Carolyn Kepcher and her friends; some of the top professional women in the country. It is devoted to helping women find the right balance in their professional and personal lives by providing insight, connections and inspiration.

## Scamorza Sales Booming!

Our newest product, a smoked mozzarella has been keeping our cheesemakers busy. Sales of this cheese have been tremendous, and we thank all our customers who have ordered and re-ordered this product.

## Horsefeathers for Christmas?

Orders for Horsefeathers, our horseradish cheddar spread, have grown each year at Christmas time, as people pair this yummy spread with meats served for holiday dinner. Horsefeathers goes well with Prime Rib, steaks, Roast Beef, and also for baked potatoes, whipped in mashed potatoes, as well as the obvious use as a fantastic snack or hors d'oeuvres.



When we participate at tasting events, we ask for business cards in exchange for a chance to win a free gift basket. For the last quarter of 2009, we have three recent winners of our premium cheese gifts.

### Gift Baskets Winners are:

Donna & Hans Harms,  
Judy Louie & Pat Parsons  
Jessica Riddle

The US Navy Blue Angels perform at the Lodi Wine Fest on Treasure Island  
Where Heather and John Fiscalini served thousands of participants



# Tis' the Season To Be Giving

Now is the time to think "Gift Baskets" for Christmas and New Years gifts. There is nothing more appreciated than a Fiscalini Cheese gift for the holidays. Look at our attached list of current gift baskets, or have a custom basket designed for your individual needs.

Log onto our website [www.fiscalinicheese.com](http://www.fiscalinicheese.com)

or call our toll-free number 1-800-610-3276 for orders or more information.



## Fiscalini Cheese Board with Wine \$ 90

One pound San Joaquin Gold

One pound Scamorza

8 oz Horsefeathers

Three 8 oz flavored cheddars

Choice of red or white wine

Fiscalini logo cheese board

## Fiscalini Cheese Board with Shaver \$65

8 oz Bandaged Wrapped cheddar

8 oz San Joaquin Gold

One pound Scamorza

8 oz Horsefeathers

Stress Barn

Fiscalini Logo cheeseboard



## Mac and Cheese Basket, (back by popular demand) \$45

One pound Bandage Wrapped cheddar

One pound San Joaquin Gold

One pound Macaroni

Panko bread crumbs

Laminated recipe card for the best macaroni and cheese meal you have ever tasted...

Perfect for Christmas dinner!



**Spotted Cow Basket \$25**

8 oz Horsefeathers  
Two 8 oz flavored cheddars



**California State basket with wine: \$70**

8 oz Bandage Wrapped cheddar  
8 oz San Joaquin Gold  
8 oz Lionza  
8 oz Purple Moon  
8 oz Habanero Cheddar  
Choice of red or white wine



**Farm Fromage oval basket with wine: \$90**

8 oz Bandage Wrapped cheddar  
8 oz San Joaquin Gold  
8 oz Lionza  
One pound Scamorza  
8 oz Purple Moon  
8 oz Horsefeathers  
Crackers  
Choice of red or white wine





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### Recent Events

Winesong  
First Sip Wine Trail  
Madera Wine Trail  
Lodi Wine at Treasure Island  
Newport RI Mansions  
Cheuvront in Phoenix  
Modesto Soroptimist Club

### Upcoming Events

San Francisco Fancy Food Show  
  
California Cheese and Butter  
Association Annual Convention  
  
Wood Family Vineyards—Livermore

### Help us to spread the word !

If you know of any others who would like to receive our newsletter please let us know. You may contact us by email, letter, fax, or phone. We would like to be able to get our newsletter in the hands of all the important people who touch our cheeses, from the distributors to the sales people at every store. We hope to send via email if possible to reduce the use of paper and petroleum. We also do not want to be wasting time or resources sending our newsletters to those who are uninterested. If you would like to be removed from our contact list please let us know as well.

## Fiscalini Farms & Fiscalini Cheese Company

Establishing Ourselves as America 's Most Environmentally  
Progressive Dairy Farm and Cheesemaker



**Animal Welfare Certified**  
**Environmentally Certified**  
**Food Safety Certified**  
**Renewable Energy Production**  
**Reduced Carbon Footprint**

