

5 + 5 = A Perfect 10!

How To Build a Cheese Board Using 5 Senses and 5 Taste Elements

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How to Build a Cheese Board

- Cheeseboards are the latest trend and average consumers may find the thought intimidating.
- ***“How to Build a Cheese Board”*** sounds exciting and fun. A sensory Class on ***“How We Taste”*** sounds boring.
- Building a cheeseboard requires the perfect ingredients. What is the logic behind the ingredients?



How to Build a Cheeseboard

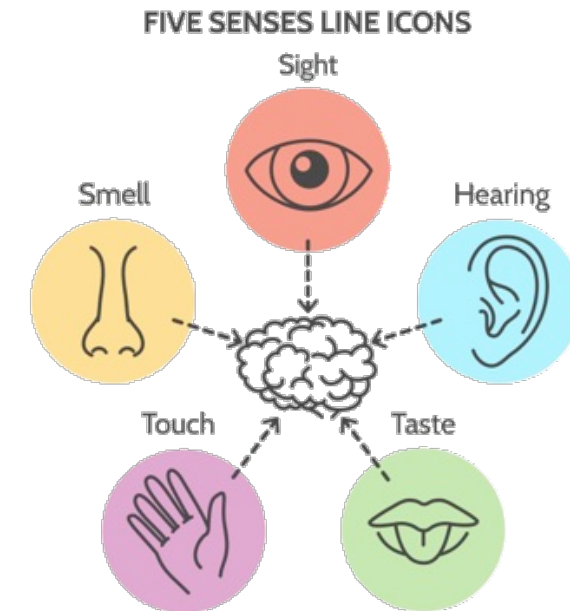
5 + 5 Rule = Perfect 10

THE RULE OF 5 – SENSORY PERCEPTION

➤ Humans taste food based upon our senses. Everything will taste better when we use our 5 Senses.

➤ Cheeseboards are built based on the 5 Human Senses

❖ Ophthamoception	Eyes	Sight or visual perception
❖ Audioception	Ears	Hearing and auditory sensations
❖ Olfacocetion	Nose	Sense of smell
❖ Tactioception	Skin	Touch
❖ Gustaception	Tongue	Taste



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- Perception is Everything. Our eyes immediately tell us if something will taste good.
- How do we taste with our **EYES**?
 - ❖ Color
 - ❖ Shape
 - ❖ Size
 - ❖ Texture



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➤ How to Bring in Color

- ❖ Yellow Cheddar, Smoked Cheeses, White Cheeses, Cheeses with Rinds, Brie, Blue Veins
- ❖ Colorful Berries and Fruits
 - Fresh Figs
- ❖ Colorful Vegetables
 - Peppadews
 - Sundried Tomatoes
- ❖ Black and Green Olives, Cornichons



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➤ **How to Bring in Shapes & Size**

- ❖ Cheeses should always be cut into different shapes.
 - Round or semi circle, triangles
 - Cut cheese into rectangles, cubes, isosceles triangles, equilateral triangles, crumbles, etc...
- ❖ Charcuterie meats can bring in a variety of shapes
 - Circles, Tear Prosciutto, Roses
- ❖ Accompaniments come in various shapes
 - Example: Crackers – rectangles, squares, rounds, and breadsticks
- ❖ Different styles of Cheese Boards & Bowls



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➤ How to Bring in Texture

- ❖ Cheeses can bring texture
 - Cheese spreads – “Award Winning” Widmer Brick Spread
 - Crumbled cheeses
 - Cheese crisp bowls
- ❖ Cheeseboard and bowls
- ❖ Charcuterie roses bring texture and size
- ❖ Crackers
- ❖ Accompaniments such as honeycomb highlights texture
- ❖ Rosemary sprigs



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➤ **Sense of Hearing:** Why is it people cannot eat just one potato chip? We eat with our ears.

➤ How to bring in our **EARS**? Always have something crunchy!

- ❖ Nuts
- ❖ Crackers
- ❖ Toast
- ❖ Crunchy Vegetables
 - Cornichons, radishes
- ❖ Crunchy Fruits
- ❖ Peanut Brittle



➤ Cheeses

- ❖ ***Milton Cheese Curds***
- ❖ *Parmesan Crisps*



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➤ Sense of Smell

➤ How to bring in our NOSE?

❖ Aromatic Cheeses

- ***Sunrise Creamery Smoky Jack***
- ***Widmer Brick Washed-rind cheese***
“Award Winning”
- Spirit Infused Cheeses

❖ Fresh Berries when in season

❖ Herbs

- Rosemary, Basil, Sage, Mint

❖ Drinks

- Red Wine
- White Wine
- Beer
- Spirits



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- **Sense of Touch**
- How to bring in our **SKIN** through touch?
- Cheese Boards are finger foods. Cheese Boards are eaten with our hands. We do not toothpick cheese boards.
- Texture brings in touch
 - ❖ Cheeses are smooth and soft
 - ❖ Berries
 - ❖ Cornichons
 - ❖ Crackers & Nuts (Salt & Oils have texture)



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➤ Sense of Taste

➤ Plus 5 Rule - How does our tongue factor into a cheese board? Feed the entire palate!

- ❖ Sweet
- ❖ Salty
- ❖ Sour
- ❖ Bitter
- ❖ Umami



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➤ Sense of Taste - Sweet

➤ How to bring in SWEET

- ❖ Cheeses with fruit notes such as “Award Winning” **Milton Prairie Breeze**
- ❖ Cheeses with fruit inclusions
- ❖ Jams, Preserves, Honey, or Honeycomb
- ❖ Fresh and Dried Fruits
 - Bing Cherries
- ❖ Chocolates – Semi Sweet, Ruby Red
- ❖ Peanut Brittle
- ❖ Sweet Crackers / Cookies



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- Sense of Taste - Salty
- Almost everything on a cheese board is salty
 - ❖ Cheeses
 - ***Kingston Breezy Blue***
Mixed Milk Blue Cheese
 - ❖ Nuts and Crackers
 - ❖ Charcuterie Meats
 - ❖ Olives



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➤ Sense of Taste - Sour

➤ This is where acidic is worked in. Anything pickled is considered sour.

- ❖ Cornichons
- ❖ Pickled cabbage & onions
- ❖ Flavorful Mustards
- ❖ Olives (Green olives are more acidic than black olives)
- ❖ Citrus, Dried Lemons, Citrus Zest



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➤ Sense of Taste - Bitter

➤ This is the fun part for most cheese boards and parties

❖ Cheeses

- ***Widmer 4 Year Aged Cheddar***

Award Winning

❖ Beer

❖ Wine

❖ Dark Chocolate

❖ Spirits – Flights are on Trend

- Whisky & Cheese
- Meade & Cheese
- Tequila & Cheese
- Gin & Cheese



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➤ Sense of Taste - Umami

➤ What is Umami?

- ❖ A strong beefy, brothy, savory taste imparted by many amino acids.

➤ What brings Umami to a cheese board?

❖ Cheeses

- If making a vegetarian board, use Smoked Cheeses
 - “Award Winning” **Kingston Smoked Blue**
- Wash Rind Cheese – “Award Winning” **Widmer Washed Rind Brick**

❖ Meats

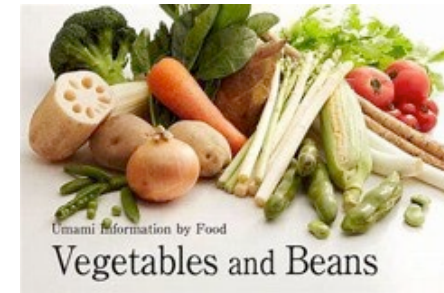
- Dried Meats & Prepared Meats like steak

❖ Vegetables

- **Widmer Vegetable Colby**
- Mushrooms, Roasted Garlic, Nuts, etc...

❖ Wine & Beer

- Especially Red Wine
- Yeast in Beer



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➤ Spicy Is Not A Taste but a Sensory Perception

➤ What Do Spicy Foods Do to Taste?

- ❖ Bruce Bryant, senior research associate at Monell Chemical Senses Center states: “Flavor perception” is a composite sensation made up of taste, smell, and chemestheses (a chemically induced sensation).”

➤ Spicy Foods are a Sensory Perception

- ❖ Capsaicin is the chemical found in chili peppers. It tricks your taste buds into thinking that there is something hot in your mouth and triggers a fire alarm in your brain. Endorphins are activated starting an addiction to spice.
- ❖ Spicy Cheeses add “Board Appeal” and flavor complexity.
 - **Milton 4 Alarm Cheddar**



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➤ Thinking Outside of the Box

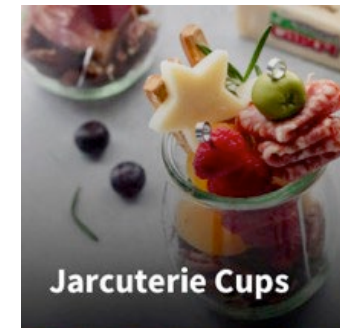
❖ Breakfast Cheese Boards / Brunch Cheese Boards

- What does **Charcuterie** mean?
 - Use bacon, breakfast hams (Meats can be hot)
- Accompaniments can include sliced boiled eggs
- Use mini biscuits instead of crackers paired with & sliced triangles of cheese



❖ Make Jarcuterie Cups

- Use one or two cheeses cut into different shapes
 - Add favorite accompaniments



❖ Think about flights

- Whisky & Cheese
- Tequila & Cheese
- Beer & Cheese
- Meade & Cheese



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➤ 5 Plus 5 Rule – Get Creative

➤ One item can activate multiple senses:

❖ Cheeses

- Brings in your eyes with texture, color, shape
- Activates your nose with aromas, especially smoked
- Uses touch with your hands – finger food
- Uses your tongue with Umami & Salty and can activate Sweetness as well as Bitterness
- Cheese is Umami

❖ Honeycomb brings in texture, color, shape, sweetness

❖ Nuts bring in texture, shapes, activates touch, brings in sound, adds color

❖ Cornichons bring in texture, shapes, color, activates touch, and brings in sound



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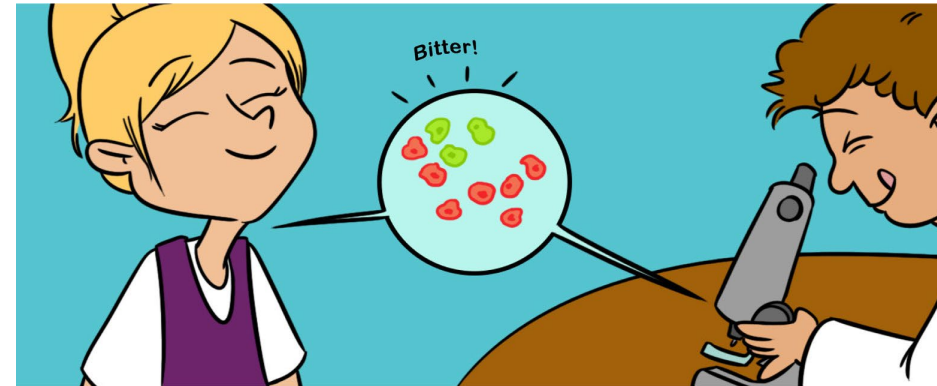
➤ Sense of Taste - Bitter

➤ Science Experiment – PTC Paper

❖ The variations of bitter buds in humans

- *Who is sensitive to bitter?*
- *Who is extremely sensitive to bitter?*
- *Who is bitter blind?*

❖ *Where do you fall?*



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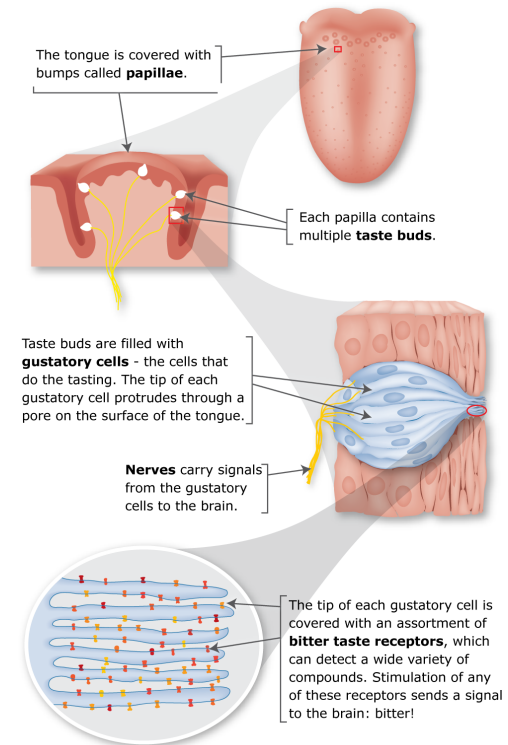
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➤ Sense of Taste - Bitter

➤ Science Experiment – PTC Paper

- ❖ In 2003 the PTC gene, TAS2R38 was discovered which determines the ability to code a bitter taste receptor on the tongue.
- ❖ There are two common forms (alleles) of the PTC gene, 5 rare forms and a non-tasting form.
- ❖ Each allele code for a bitter taste receptor has a slightly different shape. This shape determines how we taste bitter.
- ❖ Since everyone has two copies of every gene, the combinations of the bitter taste variants determines if someone finds the PTC....
Intensely bitter, somewhat bitter, without taste at all.

WHERE DO YOUR TASTEBUDS FALL?



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➤ **Get Creative & Use Your Senses.**

Follow the 5 Plus 5 Rule & Make Your Cheese Board the Perfect 10.

❖ **5 Senses**

- Eyes
- Ears
- Nose
- Touch
- Taste



SMELL



SIGHT



TOUCH



HEARING



TASTE



❖ **5 Tastes**

- Sweet
- Sour
- Bitter
- Salty
- Umami



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How to Build the Perfect Cheeseboard with Sensory Perception

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