



CROWLEY CHEESE

America's Oldest. America's Best.

A black and white photograph of a man with dark hair, wearing a textured sweater, leaning forward and holding a large wedge of cheese with both hands. The background is a brick wall. The text "Born 1824. Still Going Strong." is overlaid in a white serif font across the center of the image.

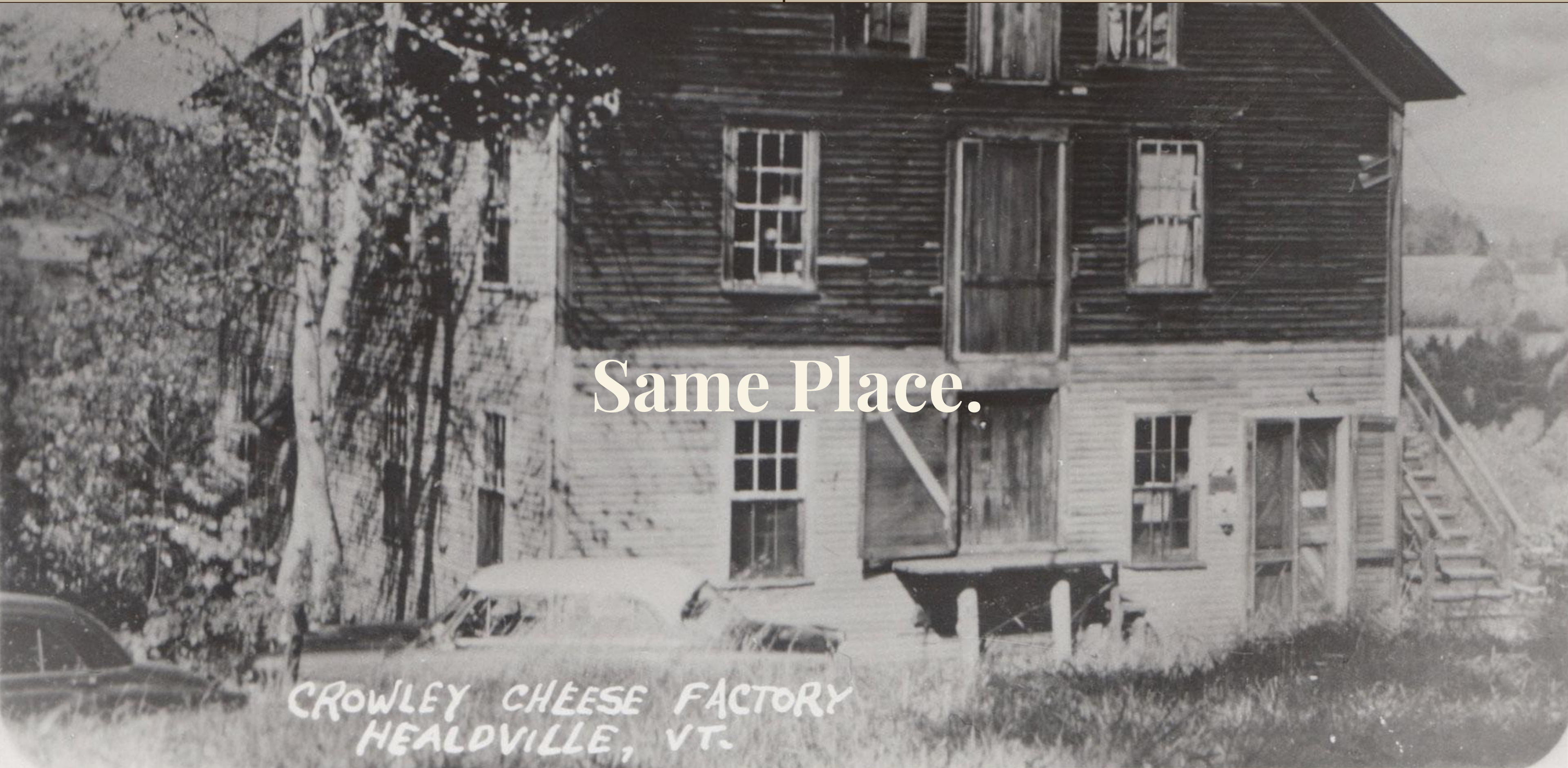
Born 1824. Still Going Strong.

A black and white photograph of a woman in a cheese factory. She is wearing a light-colored short-sleeved shirt and a dark apron. She is leaning over a wooden table, working with several large, rectangular cheese wheels. The background shows more cheese wheels stacked on shelves. The text "Same Process." is overlaid in the center of the image in a white, serif font.

Same Process.

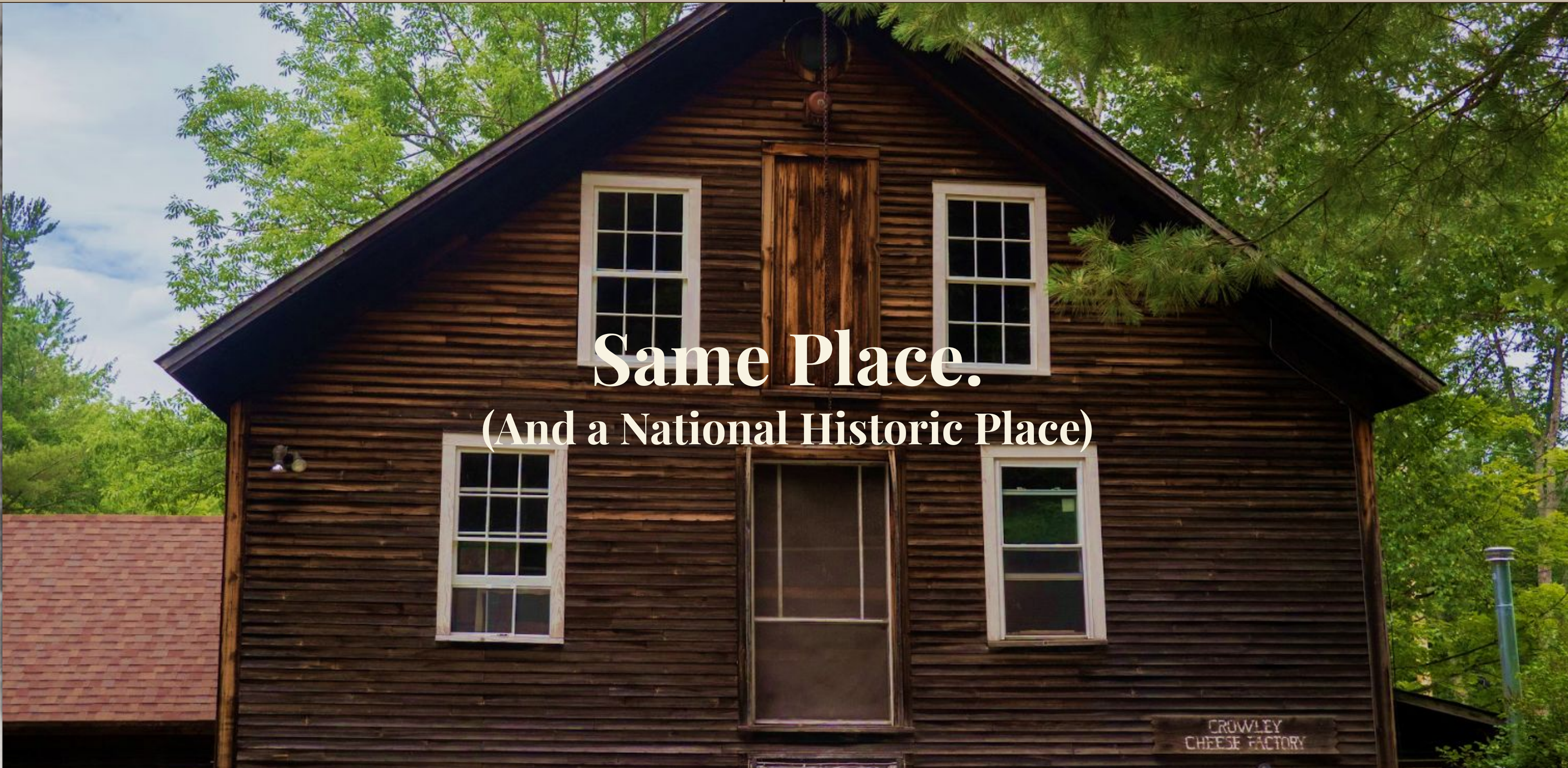
A black and white photograph of a man with a mustache, wearing a light-colored shirt and a dark vest, standing in a cheese factory. He is holding a long wooden handle. In the background, there are several large wooden wheels of cheese hanging from a rack. The scene is dimly lit, with a bright light source from the left.

Same Recipe.



Same Place.

CROWLEY CHEESE FACTORY
HEALDVILLE, VT.



Same Place.
(And a National Historic Place)

CROWLEY
CHEESE FACTORY



Small Batches. Entirely By Hand.

Cheese the way it used to be.

Crowley Cheese has been made from the same unique cheddar recipe, in the same manner, since 1824.

Hand-made with raw milk – all natural, with no additives or preservatives.





Stubbornly Old School.

Still Wax Packaging.

Traditional packaging, and a differentiated cheddar--compared to a regular cheddar, Crowley is a moister, less acidic, faster aging and better melting cheese.



The Cheese: Long Form



The cheese recipe is unique to Crowley. It is a stirred curd cheddar, which incorporates a warm-water curd rinse. This places the recipe (and the moisture content of Crowley) in between a traditional cheddar on the one hand, and a Colby or a Jack on the other, with their cold-water washes.

The resulting cheese has the age-worthiness of a cheddar and, as a young cheese, the sweetness and accessibility of a Jack—but with much more flavor, due, especially, to the raw milk. Raw milk cheese is a category that is rapidly growing due to consumer-perceived flavor and health benefits.

Crowley Mild is released at 60-90 days and shows no acidity. This quality as a young cheese makes it an excellent base cheese for flavoring, which we take great advantage of. Currently Crowley is available in eight flavored variants (these account for more than 40% of Crowley's cheese sales reflecting the growing popularity of flavored cheeses).

With its elevated moisture Crowley has a different (less sticky) mouthfeel, and unlike a conventional cheddar, is a superior melting cheese,, making it notably cooking-friendly, at a time when consumers are seeking versatile and cooking-friendly cheeses.

The Cheese: Long Form (cont'd)



Due to the reduced acidity resulting from the curd rinse, Crowley ages about twice as quickly as a conventional cheddar. Crowley Extra Sharp is cold-aged for about 18 months, while Crowley Extra Sharp Reserve is aged about two and a half years, but by that time is “bite you back” sharp. This fast aging makes sale of an extremely sharp Crowley much more commercially feasible than is the case with other cheddars, which require something north of five years of aging for comparable sharpness.

While Crowley makes only one recipe, it is extraordinarily versatile and offers many SKUs. In addition to its flavored variants Crowley cheese is currently sold at six levels of aging—from Mild to “Unusually Sharp”.

Finally, Crowley’s flavor profile, with the Holstein milk, is lactic and tangy, and notably different than the typical “caramel” profile of American cheddars.

In recent years Crowley has also been making limited quantities of its recipe with grass-fed A2 Jersey milk. Due to the elevated butterfat in Jersey milk this cheese is much more intense and buttery in style—neither lactic nor tangy. Not only does this create an additional cheese offering, while keeping to the Crowley recipe, it also opens the enjoyment of cheese to the estimated 15%-20% of the population who are sensitive to the A1 casein proteins found in Holstein milk. Many consumers also believe that the A2 milk offers additional health benefits compared to A1 milk. (A2 milk is projected to grow as a category at a CAGR of 18.5% between 2025-2030 according to Grand View Research.)

About Crowley's A2 Milk Cheese

Most Crowley cheese is made with Holstein milk, but we also make Crowley with grass-fed Jersey A2 milk, which makes for a completely different style of cheese, boasting a more intense flavor than Crowley's Holstein milk cheeses. This is due to the fact that Jersey milk has a much higher butterfat content compared to Holstein milk. Jersey A2 milk is also more digestible for people who have a problem digesting dairy products made with Holstein cows' A1 milk. Unlike our other cheese made with natural rennet, Crowley's A2 milk cheese is made with vegetable rennet.





Happy Cows. Better Milk. Better Cheese.

Samplers



All Crowley flavors are available in convenient 8 oz. bars. For shipping purposes we offer self-selected boxed Samplers in 3-, 6-, and 9-bar quantities.

Wheels



Crowley continues to offer traditional aged clothbound wheels in 2.5 lb., 5 lb., and 23 lb. sizes. These cheeses are available with the cloth on or removed and are waxed by hand. Hand-cut wedges from the large wheels are available by special order.

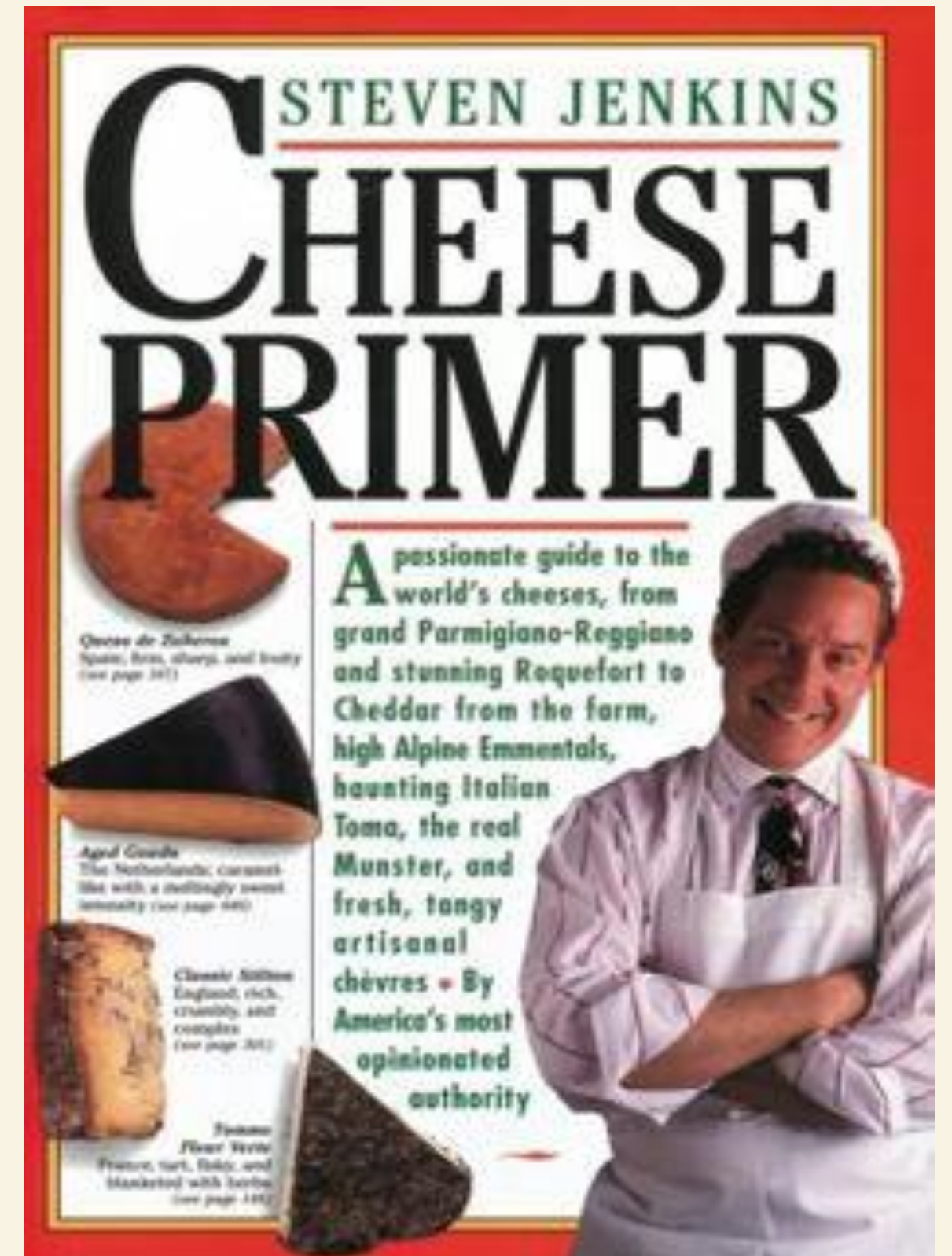
Blocks



Crowley blocks are hand cut and hand waxed (with no cheesecloth). Blocks can be ordered in various sizes and are available in all flavors.

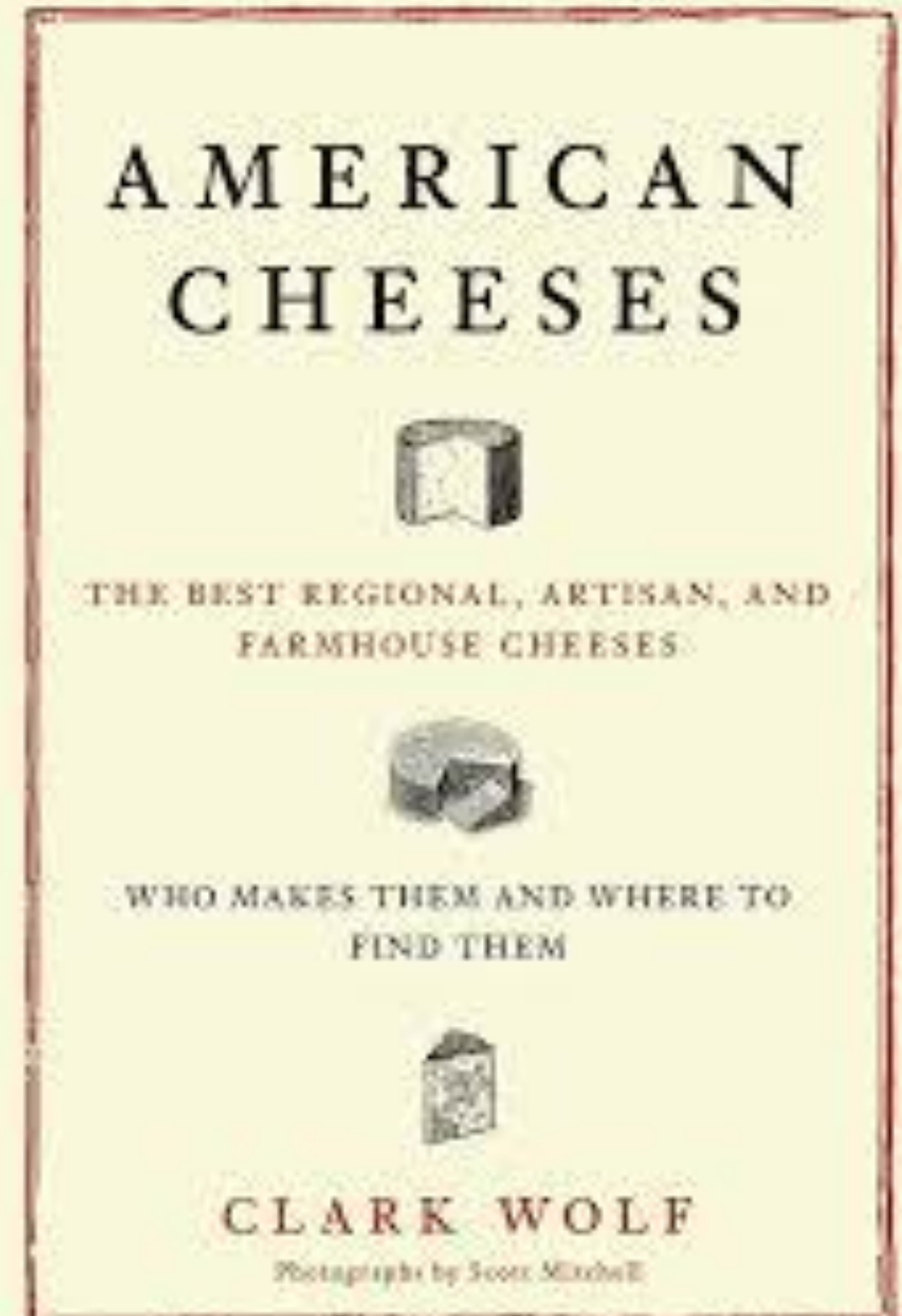
Critical Acclaim: Steven Jenkins

"It's a tribute to the timeless taste of Crowley Cheese, one of America's most important cheeses, that it is still made by hand at this country's oldest cheesemaking facility. Founder A. Winfield Crowley made his first cheese back in 1882 and his recipe for this American Treasure has remained unchanged for more than a century. ... According to the USFDA "standards of identity" established at the turn of the century, Crowley Cheese is classified as a Colby, although in my opinion, it is neither a Colby nor a Cheddar, occupying a delicious spot somewhere in between..." (page 385).



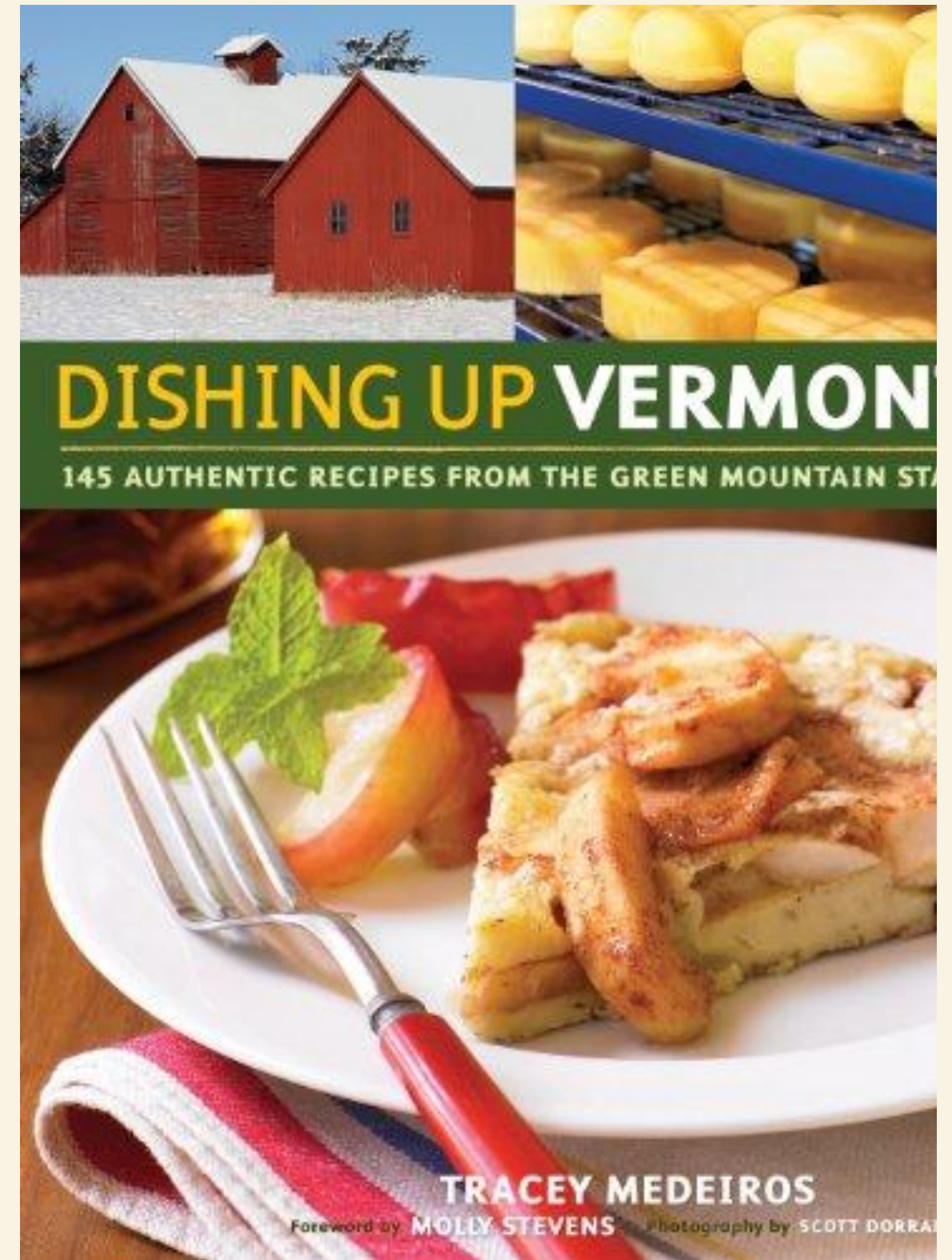
Critical Acclaim: Clark Wolf

"The English influence on New England cheesemaking has finally abated somewhat. Yes, there's plenty of good cheddar. And Colby, or more accurately, Crowley, perhaps the oldest continuously made cheese in the States. A washed-curd cousin of cheddar; it's clean, almost squeaky, and wonderfully homely. At its best, it's transcendently plain, in the best sense of the word. This, at a time when knowledgeable Americans are finally beginning to realize the values and sophistication of brilliant simplicity."



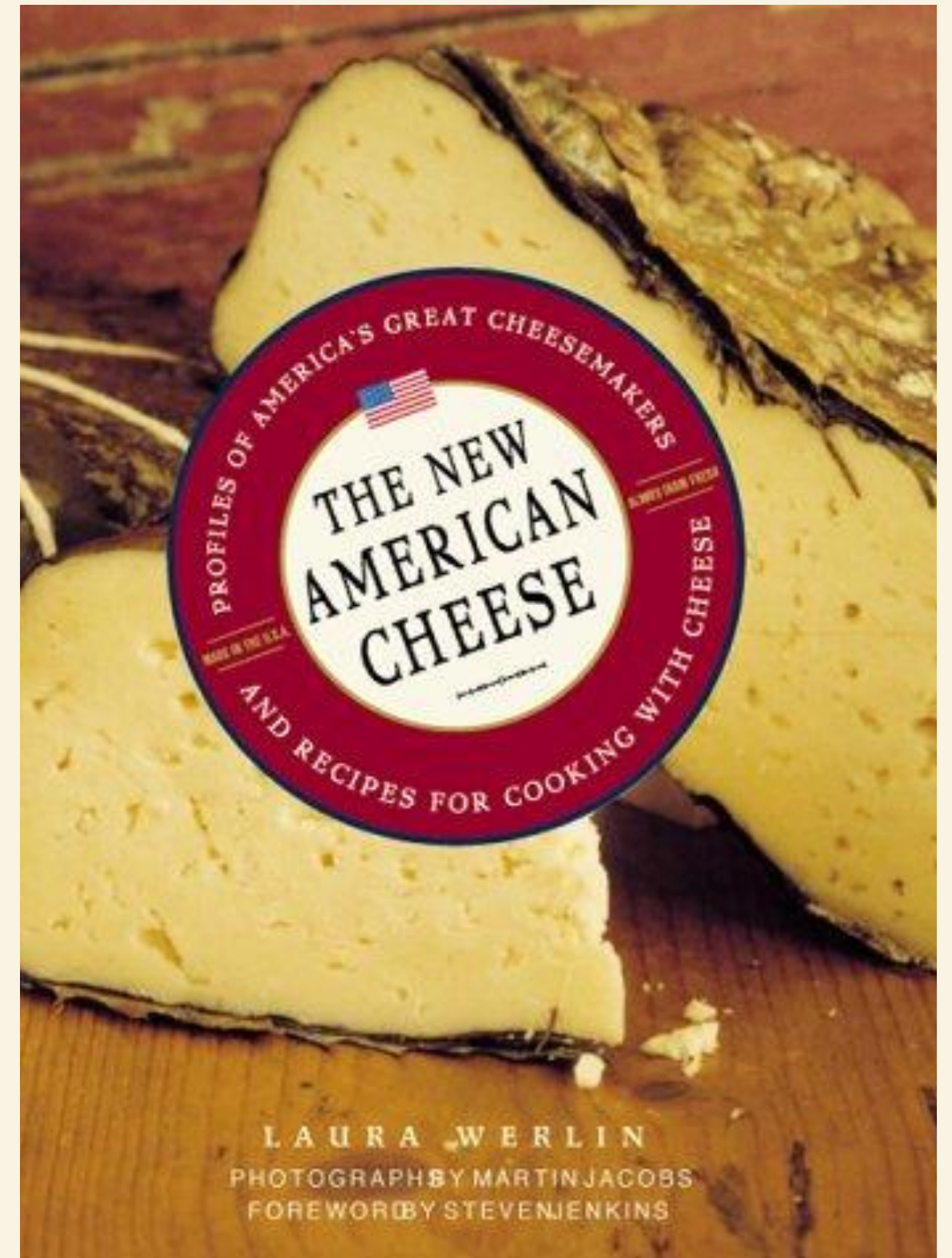
Critical Acclaim: Tracey Medeiros

"Few cheeses originated in the United States; most recipes were brought here by immigrants. Crowley Cheese is one of the few originals. It is similar to cheddar and grouped with cheeses such as Monterey Jack under the cheddar umbrella. Crowley Cheese's method of preparation differs from English-style cheddar. Their variations allow for a shorter period of time to develop the cheese's robust flavor - this contributes to a creamier, smoother taste." (page 106)



Critical Acclaim: Laura Werlin

"Crowley Cheese is also unique, falling somewhere between a Colby and a cheddar, although it is said to have been invented before the Wisconsin Colby. [p. 23]. ... Its characterization matters not as much as its taste, which is superb. The hands-on treatment from start to finish, the raw ingredients, and, of course, the cheesemaker, all guide Crowley Cheese to its remarkable flavor [p. 162]. Steeped in tradition and handmade, Crowley Cheese is produced on a small scale. In the course of a year, only about 100,000 pounds of cheese are made. That is the daily output of some larger cheesemakers. The seeming simplicity of the operation and its small-town roots run counter to the relative complexity of the cheese. This American original, as Crowley proudly proclaims, embodies much of what specialty cheesemaking is about: balanced yet assertive flavor, quality control, uniqueness, and an end product that manages to be entirely satisfying and never boring." [p. 163].



The Ultimate Credential



Crowley Cheese has won the coveted first place award in its category at the prestigious American Cheese Society annual competition.



A Vermont Destination.

On the Vermont Cheese Trail



1. Big Picture Farm
PO Box 344, Townshend
802-221-0547 / Farm is not open to the public. Call ahead for an appointment

2. Blue Ledge Farm
2001 Old Jerusalem Road
Sudbury / 802-247-0095
Farm is not open to the public. Call ahead for an appointment

3. Barview Farm
2228 South Albany Road
Craftsbury Common
802-753-6878 / Open to the public but please call ahead

4. Boston Post Dairy
2061 Sampsonville Road
Enosburg Falls / 802-933-2749
Open: Mon-Fri 9am-5pm, Sat 9am-4pm, Closed Sunday

5. Boscher Family Farm
2183 Gore Road, Highgate Center / 802-868-4191
Open: Daily 7am-7 pm

6. Bridport Creamery
2384A Lake Street, Bridport / 802-758-6800
Open: Mon and Wed 9am-5pm; Tues, Thurs, and Fri 9am-1 pm; Closed Sat and Sun.

7. Blythevale Farm
1471 Cookeville Road, Corinth / 802-439-6575 / Open: 8am-5pm
Cheese & Maple syrup for sale

8. Cabot Creamery Cooperative Visitor's Centers
Cabot Store: 800-837-426, Open June-October: 9am-5pm; Nov-May: Mon-Sat 9am-4pm; January: Mon-Sat 10am-4pm
Waterbury Store: 802-244-6334
Open: 9am-5pm daily
Quechee Store: 802-293-1180, Open 9:30am-5:30pm daily

9. Champlain Valley Creamery
88 Mainville Road, Suite 3
Middlebury / 802-989-7361
Call ahead for an appointment

10. Cobh Hill Cheese
5 Linden Road, Hartland / 802-436-4360 / Cheese for sale on-site. No farm tours

11. Consider Bardwell Farm
1313 Route 123, West Pownet / 802-645-9928
Self-serve store open year round
- Self-guided farm tours
- No cheesemaking tours

12. Crooked Mile Cheese
4962 Old County Road
Waterford / 802-748-8796
Call ahead for an appointment

13. Crowley Cheese
14 Crowley Lane, Heakville / 802-259-2340
Call ahead for an appointment

14. Fairy Tale Farm
1183 VT Route 125, Bridport / 802-758-6807
No farm tours or retail sales

15. Franklin Foods
Enosburg Falls / 802-933-4338
No farm tours or retail sales

16. Grafton Village Cheese Co.
800-472-3666
Branthorne: 400 Linden Street
Retail: 10am-4pm daily
Cheesemaking: Midweek Daily
Grafton: 56 Townshend Road
Retail: 10am-5pm daily
Cheesemaking: Midweek; days vary (schedule at retail store)

17. Hildene: The Lincoln Family Home
1005 Hildene Road, Manchester / 802-362-1758
Open: Daily 9:30am-4:30pm

18. Hi-Land Farm
5102 Main Street, Franklin / 802-393-9583 / hilandfarm.com
No farm tours or retail sales

19. Jasper Hill Farm
Greensboro / 802-533-2566
No tours or on-site sales
jasperhillfarm.com

20. Jericho Hill Farm
487 Miller Road, White River Junction / 802-295-5333
Call ahead for an appointment

21. Lazy Lady Farm
Westfield / 802-744-6305
No farm tours or retail sales

22. Maplebrook Farm
Bennington / 802-440-9950
No farm tours or retail sales

23. Mountain Home Farm
213 Rickwell Hill Road, Tunbridge / 802-989-2813
Store Open: May-December 10am-6pm

24. Mt. Mansfield Creamery
230 Bliss Hill Road, Morrisville / 802-888-7686
Call ahead for an appointment

25. Neighboring Farms of Vermont
1361 Curtis Road, Randolph Center / 888-212-6698
Open with retail sales: Mon-Fri 9am-5pm / Call ahead for Cheesemaking schedule

26. Old Weaver Farm
1400 Lane Kiln Road, New Haven / 802-877-3755
Call ahead for an appointment

27. Parish Hill Creamery
61 Vermont / 802-224-4201
Call ahead for an appointment

28. Plymouth Artisan Cheese
106 Naveset Hill Road, Plymouth / 802-672-1650
Located at the President Coolidge State Historic Site
Museums & Gift Shop
Open: 10am-5 pm
plymouthcheese.com for cheesemaking schedule and special events

29. Sage Farm Goat Dairy
2348 West Hill Road, Stowe / 802-766-0943
Call ahead for an appointment

30. Schellen Family Farm
Weybridge / 802-545-2522
No farm tours or retail sales

31. Shadager Farm
2420 Shadow Lake Road, Craftsbury Common / 802-586-2879
No farm tours or retail sales

32. Shelburne Farms
1611 Harbor Road, Shelburne / 802-985-8686
Welcome Center & Farm Store
Open: Daily 10am-5 pm

33. Spoonwood Cabin Creamery
PO Box 595, Jacksonville / 802-368-2902
Cheese & Wine Shop open on weekends. Please call for hours

34. Spring Brook Farm
Reading / 802-484-1216
On farm self-serve cheese and syrup available
Call ahead for an appointment

35. Taylor Farm
825 Route 11, Londonderry / 802-824-5600
Open: Daily 10am-6pm

36. Thistle Hill Farm
North Portland / 802-457-9344
Call ahead for an appointment

37. Three Shepherds Farm
108 Roxbury Mountain Road, Warren / 802-456-3998
Open: Sun, Mon, Fri 10am-4pm
Please call ahead

38. Twig Farm
2575 South Bingham Street, West Cornwall / 802-462-1361
No farm tours or retail sales from farm

39. Vermont Creamery
40 Pileman Road, North Ferrisburgh / 802-479-9371 / Visitor Center
Open: Mon-Fri 9am-4pm

40. Vermont Farmstead Cheese Company
South Woodstock / 802-457-9992
No tours or retail sales.
Call ahead for an appointment

41. Vermont Shepherd
281 Patch Farm Road, Putney / 802-387-4473
Open: Daily 9am-5pm

42. von Trapp Farmstead
251 Commons Road, Wardsboro / 802-456-6100
No farm tours or retail sales

43. West River Creamery
Londonderry / 802-824-6900
Self-serve retail.
Call ahead for tour or appointment

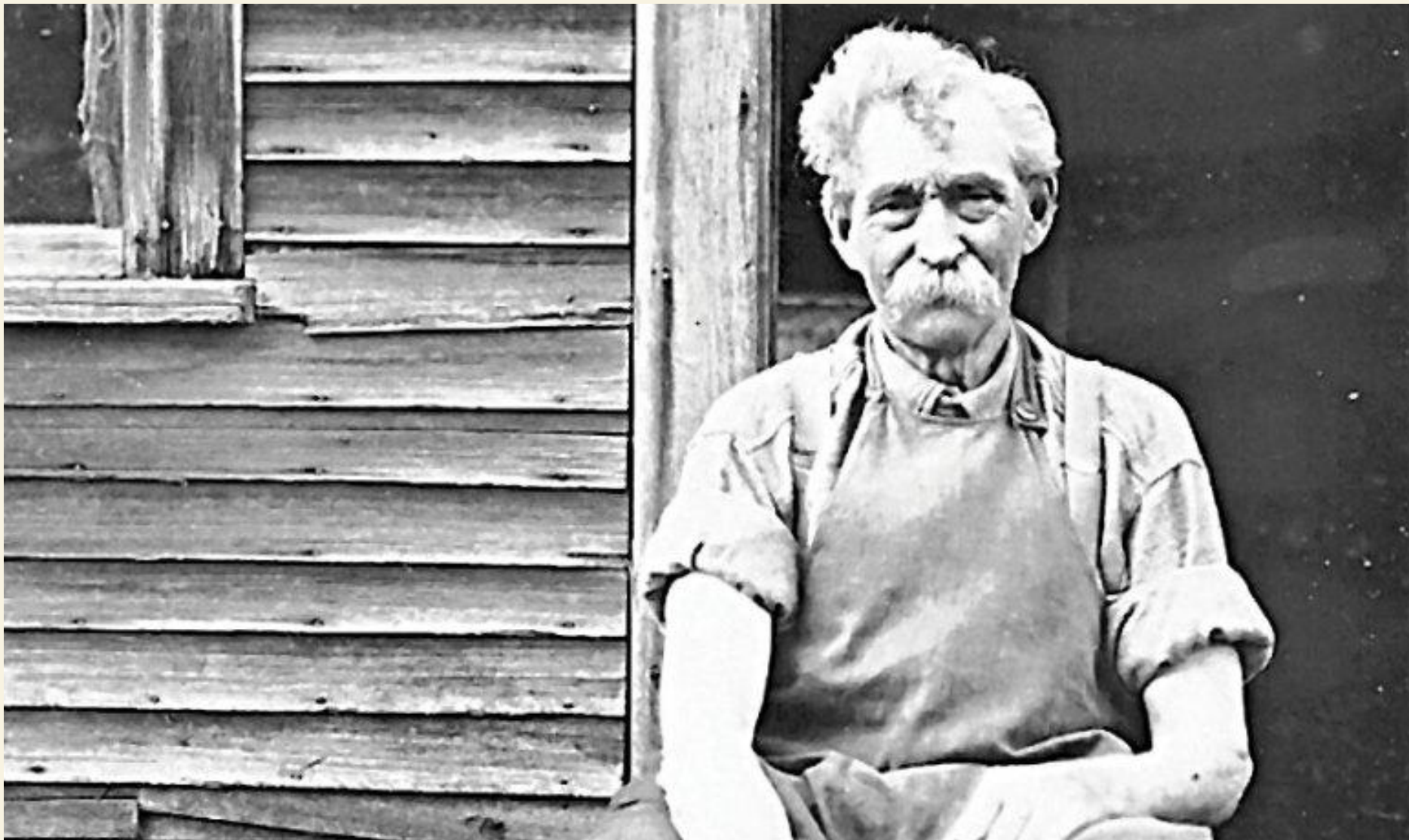
44. Willow Hill Farm
1113 Harborside Road, Milton / 802-893-2963
Self-serve store open seasonally. Please call for hours

45. Willow Moon Farm
1495 Coburn Road, Plainfield / 802-454-9916
Open: March-Dec 10am-6pm

46. Woodstock Farm
Wheaton / 802-824-6135
Open: Daily 9am-5pm

KEY
 OPEN 5: Farm or cheese production facility is open to the public; see hours
 3: Farm visits by appointment only please call ahead
 14: No tours or retail sales from the farm
 These silhouettes of animals represent the herds for each farm listed on the map:
 Goats, Sheep, Cows
 MAP SCALE: 0 10 20 30 40 MILES
 Like us on Facebook / Follow us on Twitter
 Please visit www.vtcheese.com

Travel the Vermont Cheese Trail for Tours and Tastings



Notice
 Persons interested in a Cheese
 factory, near Alfred Crowley's, are
 respectfully requested to meet at the
 School House in District No. 7,
 Wednesday evening May 27 at 7
 o'clock for the purpose of
 giving over a set of rules to govern
 said factory, and also to elect
 necessary officers for the year
 ending
 A. W. Crowley



HEALDVILLE, VT. 190

Book A. W. CROWLEY,

572# @ 134	75 79	
467 " " "	61.88	
133 " " 110	14.60	
133 " " 110	15.20	
182 " " 120	21.84	
2 of 25.2 each		100.00
		89.40
		189.44

Full of %

THE WEATHER
 Saturday: Fair.
 Sunday: Cloudy.

RUTLAND HERALD
 ESTABLISHED IN 1794

VOL. 115. NO. 162. RUTLAND, VERMONT, SATURDAY MORNING, JULY 6, 1968. 20 PAGES PRICE TEN CENTS

In Sleepy Healdville, Cheese Is Still Made Alfred Crowley's Way

Story and Photos
 By GEORGE BELLEROSE

HEALDVILLE — (Special) — For more than 80 years, men with sensitive noses and experienced fingers have been producing Colby cheese at the three-story Crowley Cheese Factory in Healdville.

Automation won't come to Healdville. It will always be necessary to have a good nose to smell the morning milk as it pours into the vats (and to have experienced fingers to feel when the curd has coagulated enough). Despite the trend to quantity machine production, Crowley cheese will continue to be produced at a steady 400 pounds a day, six days a week.

The new owners of the Crowley Cheese Factory are Mr. and Mrs. Randolph Smith, wintertime New Yorkers and summertime Vermonters for 30 years. They promise the factory "will stay small and make good cheese the way it always has."

It's easy to miss the turn-off to the factory as one speeds to Ludlow from Rutland on Route 163. It's a small sign that points to Healdville and a sparsely traveled road that winds the three miles up to the factory. Factory is perhaps a misnomer, for this 86-year-old wooden structure has more the strength and grace of an old wooden bridge than the squatness and sootiness of a factory.

The day begins early at the factory. Manager Rich Dunlap greets the farmers with their morning milk by 7:30 or 8 a.m. The Dempsey's, the Hales, and the Ricketts have been bringing their 500-1,000 pounds of raw milk to the factory door for several years now. The Hemingways go back to the time of Alfred Crowley, who founded the factory in 1882. When he died in 1935, they continued to bring milk to his son George — and to George's son Robert.

With Robert's death in 1966, the cheese-making Crowleys were gone and it was left to the people who had worked with Robert to carry on. There was ed much over the years. The morning's supply of raw milk goes out of the farmer's 40-quart cans and into the weighing tank. Good cheese needs plenty of cream, so any butterfat content over 3.6 per cent brings the farmer an eight-cent bonus on a hundred pounds.

"You smell the milk when it comes in. If it's bad, you can tell right off," says Dunlap. Every two weeks samples are sent to the Valley View Creamery in East Wallingford

LOCAL TEMPERATURES
 Yesterday: Your Age
 High 79
 Low 49
 Weather yesterday: Clear.
 (Frost: July 3)

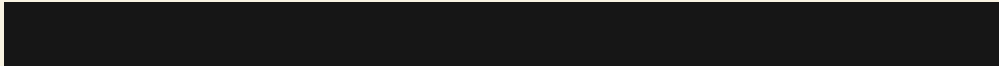
A Living Museum.

Production Capacity

Crowley's cheese production in recent years has been in the range of 30,000-50,000 pounds per year. Crowley's historic factory has a maximum capacity of about 150,000-200,000 pounds of cheese per year, assuming one shift per day.



Revenue Growth



Over the past 4 years Crowley Cheese has grown 33% in revenue.



Turnkey

Crowley's assets include the storied brand, the renovated factory building built in 1882, 16 acres of real estate adjacent to the factory, all cheese-making equipment, and approximately 50,000 pounds of inventory.



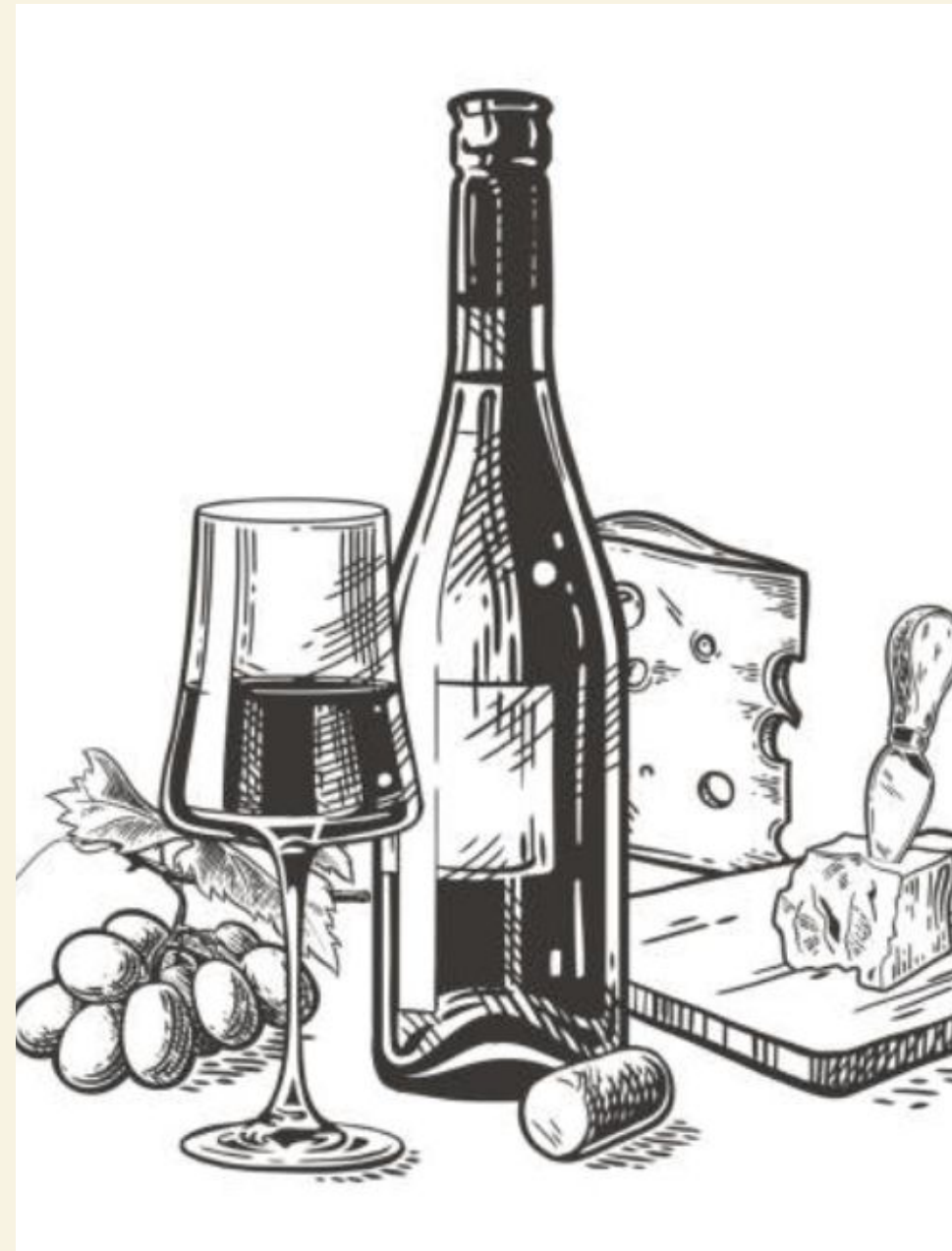
A Few Cheesy Datapoints



Cheddar is America's most popular cheese at point of sale:

- Cheddar is growing @ a CAGR of 3.6% (Grand View Research)
- Flavored cheddars are projected to grow @ a CAGR of 6.7% between 2024-2030 (Grand View Research)
- A2 milk is one of the fastest growing segments in dairy, projected to grow @ an 18.5% CAGR between 2025-2030 (Grand View Research)
- Crowley cheese is well-differentiated within the cheddar category, as a raw milk cheddar with a tangy lactic flavor profile, pleasant texture, extraordinary available sharpness in its most-aged variants and superior meltability—all in addition to its singular history
- Cheese tourism is the #1 trend for 2024 (academayofcheese.org)

The Cheddar Maker's Lifestyle



No Extra Charge

A Note from Galen



Dear Reader,

Cheesemaking is not for everyone—it is a labor of love and very hard work. It requires energy, dedication, passion and smarts, and even then it's not a pursuit through which one will get rich quickly. However, for someone(s) with creative instincts and a desire to simultaneously preserve and build, Crowley Cheese offers a unique opportunity.

In a world of sameness, the brand and product are unique in their history, process and authenticity. The cheese, an American original, is singular and very special, and creates a premise for a much higher level of production and distribution. At the same time, the Crowley Cheese Factory, America's oldest, is a destination, and that dimension of Crowley offers as much immediate potential for further development as the cheese itself.

Jill and I have spent the past 15 years restoring Crowley to health. The business is growing and profitable. The facilities have been renovated top to bottom (without compromising the authenticity of the historic factory building.)

A Note from Galen (cont'd)



The potential for increasing Crowley's popularity as a destination, and further building its distribution in the marketplace, has no inherent limit.

For the right people – perhaps a young couple looking for an alternative to the traditional grind of urban and/or suburban life, or a more mature couple looking for an ideal second career in beautiful, mountainous, rural Vermont – the upside is beyond significant. And these opportunities to combine lifestyle, work and play, so close to Boston or NYC, while enjoying the benefits here in Vermont, are really quite limited. Also, for many, the opportunity to be a significant part of the extraordinary artisan cheese community in Vermont will be a reward in itself.

If this notion holds appeal to you or someone you know, I'd like to hear from you ... or them.

All the best,

Galen



Inquiries

Galen Jones

802-259-2340

galen@crowleycheese.com