

## ABOUT WISCONSIN CHEESE

*The tradition of cheesemaking excellence began more than 180 years ago, before Wisconsin was recognized as a state. Wisconsin's 1,200 cheesemakers, many of whom are third and fourth generation, continue to pass down Old World traditions while adopting modern innovations in cheesemaking craftsmanship. For more information, visit [wisconsincheese.com](http://wisconsincheese.com) or connect on Facebook.*

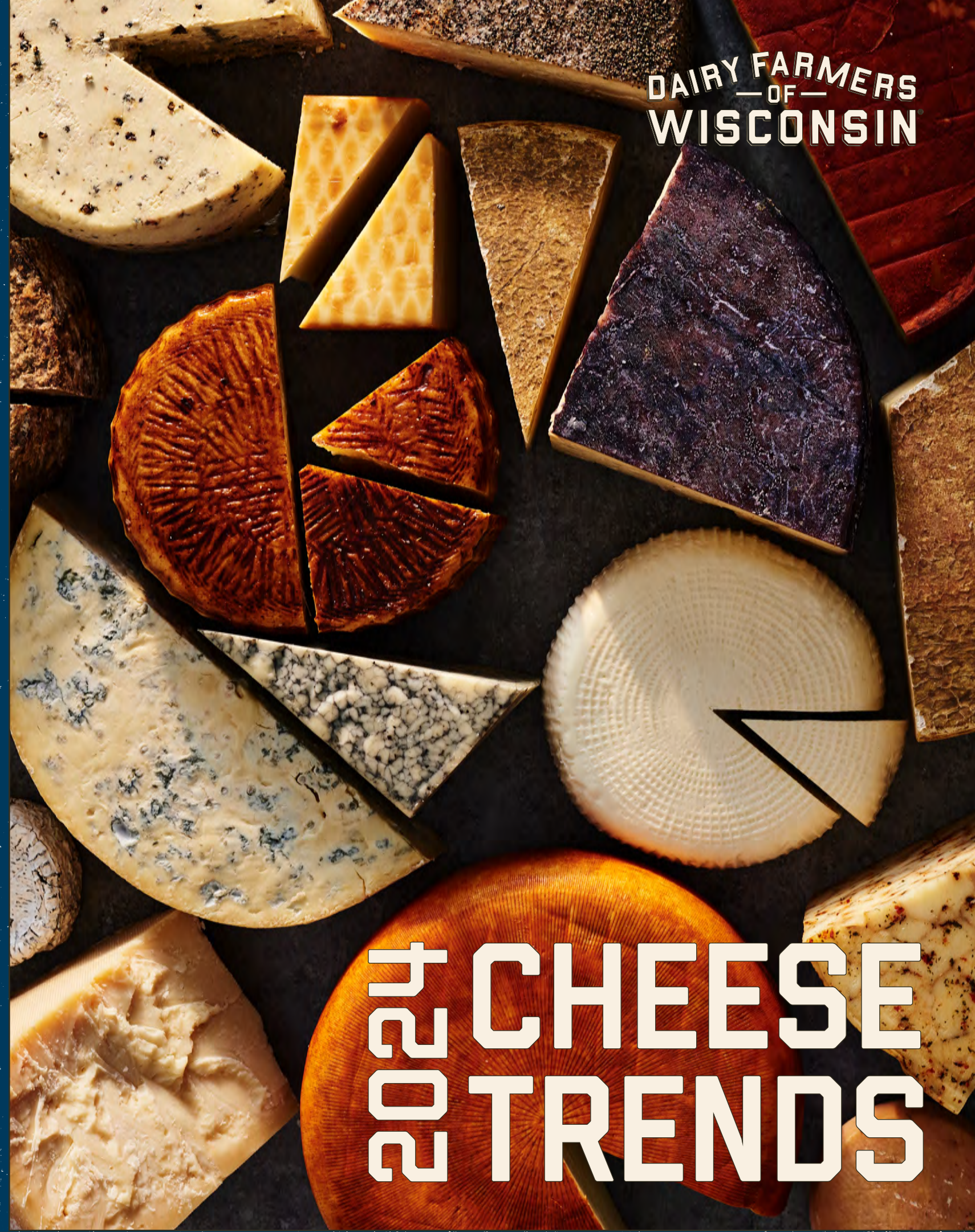
## ABOUT DAIRY FARMERS OF WISCONSIN

*Funded by Wisconsin dairy farmers, Dairy Farmers of Wisconsin is a non-profit organization that focuses on marketing and promoting Wisconsin's world-class dairy products. For more information, visit our website at [wisconsinmilk.org](http://wisconsinmilk.org).*



DAIRY FARMERS  
—OF—  
WISCONSIN

3 CHEESE  
& TRENDS





## A look at what's in store for cheese in the year ahead

*The world of food continues to evolve, presenting a captivating tapestry of flavors, sustainability initiatives, and innovative culinary experiences. As we delve into the realm of cuisine, it becomes apparent that 2024 promises a dynamic fusion of tradition and innovation, with a focus on both environmental consciousness and personal well-being. Dairy Farmers of Wisconsin releases 5 macro trends, shining a light on how consumers will interact with food in the coming year.*

*In 2024, each bite will prioritize the joy in food and community, with attention to its social and environmental impact.*









# CULTIVATING CONNECTION



*Now more than ever, consumers value close connections with family, friends and their community. A whopping 92% of participants in a recent survey shared that they value experiences over physical gifts — with food-related experiences remaining a top category<sup>1</sup>.*



**92%**  
**OF PEOPLE\* VALUE EXPERIENCES OVER PHYSICAL GIFTS**

*\*in a recent survey*

*with food-related experiences remaining a top category<sup>1</sup>*





## Crafting Cheese and Community

Strong communities are critical because they're often an important source of social connection, emotional support and a sense of belonging. Within the community, there is an opportunity to specialize, creating even deeper understanding and connection and fostering empathy and learning. These specialized communities can be as niche as cheese — take Cheeselandia for example, a community of cheese fanatics gathering monthly to celebrate their cheese passion with other like-minded members. Additionally, connection is a unique part of Wisconsin's rich cheesemaking heritage.

Everything in Wisconsin, The State of Cheese, is grounded in a community of craftsmanship, whether it is the Old World, ancestral Swiss traditions Master Cheesemaker Joe Widmer still implements over 100 years later for his award-winning Brick cheese or Chris Gentine, the visionary owner of The Artisan Cheese Exchange and Deer Creek®, partnering with diverse cheesemakers across the state to create unique cheese flavors.

Chris, a Wisconsin Master Cheese Grader, partnered with the most award-winning Wisconsin Master Cheesemaker Sid Cook of Carr Valley Cheese in La Valle, WI, to craft his award-winning Deer Creek® **The Blue Jay**®. The Blue Jay® is made using a quintuple crème blue recipe then crushing juniper berries to release their perfume and infuse them throughout to complement the blue strain's unique botanical essence.

*Food has the power to bring people closer together in so many ways, whether that's creating moments for loved ones, gathering for special occasions, or falling in love over a shared appreciation of cheese.*





THERE HAS BEEN A  
**30%**  
INCREASE  
GLOBALLY  
OF CONSUMERS  
EATING AT HOME  
VS OUT OF HOME



*with 24% of consumers prioritizing spending on special food and drink to consume at home.<sup>2</sup>*

# AT-HOME CULINARY HAVEN

*People are opting to stay home and create special moments right where they are. Habits we adopted in 2020, like shopping online, maximizing our dollars, and eating at home, will continue as we move into 2024.*

*Consumers enjoy dining out occasionally, though they've come to favor snacking and cooking at home. There's been a 30% increase globally of consumers eating at home versus out of home, with 24% of consumers prioritizing spending on special food and drink to consume at home.<sup>2</sup>*



*From craft-your-own pizza night to building cheese boards to baking a seemingly advanced recipe, consumers want to create an elevated dining-in experience.*

## **Five-Star Home-Cooked Meals**

Luke Zahm, James Beard Award-nominated Wisconsin chef, has some of the best tips for incorporating artisan cheeses into homemade dishes for everyday or special occasions. “When I choose ingredients, my focus is quality ingredients that contribute to the story of a dish,” says Chef Zahm.

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**“WHEN I CHOOSE INGREDIENTS, MY FOCUS IS QUALITY INGREDIENTS THAT CONTRIBUTE TO THE STORY OF A DISH”**

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“The rich stories and big flavors of Wisconsin Cheese elevate any menu while delivering memorable culinary experiences.” Check out [this article](#) in Grate.Pair.Share., Wisconsin Cheese's online magazine, where Chef Zahm shares more detail about the art (yes, it's an art!) of cooking with cheese. Having a versatile cheese on hand at all times has become a kitchen essential. Try **Roth® Havarti**, a sure-fire crowd-pleaser.





# MINDFUL INDULGENCE



*Consumers are more focused on mindful indulgence — finding additional ways to prioritize mental and physical well-being, including eating things that bring them joy.*

*One in two consumers prefer to treat themselves with everyday moments of experience-based happiness<sup>3</sup> — whether it be laughing with a friend, taking a walk outside or indulging in a savory snack. And we all know that cheese brings people together, sparking joy and satisfying tastebuds with every bite.*

## 1 IN 2

*consumers prefer to treat themselves with everyday moments of experience-based happiness<sup>3</sup>*

## 44%

**OF CONSUMERS' FOOD AND BEVERAGE CHOICES ARE MOST INFLUENCED BY TRADITIONAL OR NOSTALGIC FLAVORS<sup>4</sup>**





## Sensory Symphony

“A large number of us taste with all five of our senses,” says Shannon Berry, American Cheese Society Certified Cheese Professional and DFW Cheese Specialist. “Because taste, touch, smell, sight, and sound are all a part of the eating experience, we form great memories of these moments. When I create pairings, I do so with the intent to evoke fond emotions.” Introducing the “perfect bite” — a sensory enhancement using ingredients that play off the various components of each ingredient and deliver extraordinary taste memories.

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**“BECAUSE TASTE, TOUCH, SMELL, SIGHT, AND SOUND ARE ALL A PART OF THE EATING EXPERIENCE, WE FORM GREAT MEMORIES OF THESE MOMENTS.”**

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Dairy Farmers of Wisconsin has explored 50 Wisconsin cheeses and created 300 perfect cheese pairings/bites. Sartori® MontAmoré® is a parmesan-inspired cheddar that has developed little bits of crunchy joy (tyrosine crystals), making every single bite a surprise. The cheese is named with deep affection for the gorgeous Dolomite Mountains that tower with breathtaking beauty above the Sartori hometown of Valdastico, Italy. A place that, even imagined, provides great sensory enjoyment. Pair with raspberries and salted almond chocolate.



# A CONSTANT EYE ON GLOBAL HEALTH

**SURVEY RESPONDENTS ACROSS  
11 GLOBAL MARKETS  
AGREE THAT THEY  
CARE A LOT MORE**

*about sourcing ingredients  
in their foods than they did  
a year ago.<sup>6</sup>*



*Recent data shows consumers are taking steps to change their behaviors to be more environmentally conscious.<sup>5</sup> This behavior includes paying more for sustainable products, purchasing locally sourced items, especially produce, and choosing recycled or sustainable material products.*





*Products that mention how they or their ingredients were farmed or grown, along with benefits of the sourcing or farming practice are also preferred.*



## **Cheese Powers Homes**

Regulatory developments will reshape how marketers do business and put a stronger spotlight on environmental sustainability. Sustainability is a practice valued by both consumers and farmers, like the Crave Brothers, of Crave Brothers Farmstead and Creamery in Waterloo, WI. Crave Brothers Farmstead cows eat a special blend of nutritious food, including brewer's grain, a by-product of the beer industry.

Crave Brothers also note they produce by-products and utilize those on their farm, too. Their anaerobic digestion system turns manure waste into electricity and generates enough to power the farm, Crave Brothers Farmstead Creamery (where they make their award-winning cheeses), and 300 area homes.



# FLAVOR FRENZY



*Adventure is back on the radar as people return to travel and embrace global cuisine experiences. Food and drink shoppers have a blooming interest in international flavors and unexpected blends. Twenty-two percent of consumers globally would like to see more local cuisines from other regions.<sup>8</sup>*

*Social media is also impacting food buying behaviors more than ever. Viral trends like the TikTok #GirlDinner and parmesan espresso martinis encourage consumers to seek out new flavors and get adventurous with food combinations.*



## Seeds, Spice & Everything Nice

The exploration of flavors is driving culinary innovation across global markets, including a growing interest in botanical flavors such as floral, herbal, and spices and seeds.<sup>9</sup> One maker helping drive this trend for Wisconsin Cheese is White Jasmine, a mother and son run natural, fusion-blended cheese and spice shop in Madison, WI, which brings a variety of mouthwatering flavor combinations to its cheeses like smoky Tandoori Gouda.

After moving to Wisconsin, Huma Sidiqqi started teaching cooking classes to share her love of Pakistani cuisine. Her next move was to blend her passion with what America's Dairyland is known for: cheese. Huma makes the spice blends and collaborates with a Wisconsin cheesemaker to create this flavor extravaganza.



## 2024 CHEESE TRENDS

*Food has the power to bring people closer together, whether it's creating moments for loved ones or gathering for special occasions, so let's make 2024 the year cheese takes the spotlight on your table.*

*Reach out if you would like more information or would like to schedule an interview with our experts.*

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