



Board at Home Expands Nationally with Next Day Delivery of Artisanal Cheese and Charcuterie Kits

Curated Cheese Board Kits Support Small-Scale Cheesemakers, Artisans & Restaurant Workers Impacted by COVID-19; 5% of Proceeds Benefit The LEE Initiative

FOR IMMEDIATE RELEASE

Willows, Calif. (July 21, 2020) - Conceived by the oldest family-owned cheese company in California to help support the artisanal community and the restaurant industry during the COVID-19 pandemic, [Board at Home](#), today announced the nationwide expansion of its curated kits of artisanal cheese and charcuterie with next-day delivery in the continental U.S.

Currently available in three sizes, Board at Home kits feature an assortment of small-batch, hand-crafted cheeses, charcuterie, crackers, jam, nuts, and other perfectly paired accompaniments sourced from a rotating selection of California's finest makers and artisans who utilize ethically-sourced ingredients and sustainable practices. The growing roster of artisan partners includes Chico Honey Co., Cypress Grove, Dick Taylor Craft Chocolate, Napa Nuts, Olli Salumeria, Point Reyes Farmstead Cheese, Rogue Creamery, Rumiano Cheese Company, Rustic Bakery, Ryan Creek Root Cellar, Small Batch Jam Co., Stuyt Creamery, Tomales Farmstead Creamery, and Wm. Cofield Cheesemakers.

"The Cheesy One" Board at Home kit is \$75 and includes three wedges of artisanal cheese (18 ounces total) and a 4-ounce box of crackers. "(No) Picnic In The Park" Board at Home kit is \$85 and includes three wedges of artisanal cheese (18 ounces total), 6 ounces of salami, a 3.4 ounce jar of jam, and a 4-ounce box of crackers. "The Golden State Crate" Board at Home kit is \$100 and includes three wedges of artisanal cheese (18 ounces total), 6 ounces of salami, a 3.4 ounce jar of jam, 4 ounces of nuts and two 4-ounce boxes of crackers. Orders placed before noon Pacific/3pm Eastern Time Monday through Thursday will be delivered the following day. Orders placed on Friday, Saturday or Sunday will ship on Monday and will be delivered on Tuesday.

Since the pandemic began, small-scale cheesemakers and artisanal producers have experienced a major disruption to traditional sales channels. Grocery stores have stopped handling the cutting, wrapping and packaging of artisanal cheese in stores, and restaurants have closed or changed their purchasing habits. Every Board at Home kit supports small-scale cheese producers, dairy farmers, and other artisanal makers whose businesses have been severely impacted by COVID-19, and 5% of proceeds from every purchase are donated to [The LEE Initiative](#) to provide emergency assistance to small, independent restaurants and restaurant workers.

"We're excited to be able to introduce consumers across the country to California's amazing cheesemakers and small-scale artisans," said Raymond Rumiano, co-owner of Rumiano Cheese Company and partner at Board at Home. "Artisans have been struggling, and Board at Home is our way of helping by providing a platform to

showcase their world class goods to a whole new audience. Now with overnight shipping we can expand their reach all the way across the country.”

“The ultimate stay-at-home artisanal experience is perfect for gifts, virtual happy hours, socially distant picnics, or just a relaxing night at home with a great bottle of wine,” said Ben Pavlovic, partner at Board at Home. “Since launching three months ago in three California markets, we found that many of our customers chose Board at Home for corporate gifts and a huge portion of our sales came from companies that sent kits to their entire teams for virtual group tasting events led by our world class artisans.”

The company plans to continue expanding its offerings and its unique virtual experiences for groups and companies. Prior to national expansion, Board at Home completed successful pilot programs in San Francisco, Orange County and Los Angeles, California.

About Board at Home

Board at Home was founded in 2020 and conceived by Rumiano Cheese Company, the oldest family-owned cheese company in California, and partners, to help support California’s smaller producers, fellow artisan cheesemakers, and the restaurant industry during the coronavirus pandemic. Available for next-day delivery in the continental U.S., Board at Home kits feature small-batch, hand-crafted provisions sourced from some of the best pastures, orchards and farms on the planet. Every Board at Home purchase benefits the small-scale cheese producers, dairy farmers and artisanal makers who have been impacted by COVID-19. 5% of Board at Home proceeds are donated to The LEE Initiative to help support restaurant workers. Learn more at boardathome.org.