



FOR IMMEDIATE RELEASE
09/01/2020

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Cheese Grotto Launches Virtual Cheese Program Bringing the Artisanal Cheese Experience Home

BROOKLYN, NY -- Cheese Grotto launches a wide-ranging virtual cheese program tapping into cravings from foodies on lockdown during the COVID-19 pandemic.

“At the onset of COVID-19, I saw sales from our online cheese home delivery program and Cheese Grotto line grow by 85%,” said Cheese Grotto Founder and Cheese Expert Jessica Sennett.

“Customers were curious/looking to create/experiment the same artisanal cheese experiences they would get at restaurants at home. I developed our Virtual Cheese Program to provide that sensory cheese experience that would break the Zoom barrier and make people feel more connected during months of quarantining.”

Ranging from cheese and paired wine tastings to cheesemaking classes, Cheese Grotto began offering private and public virtual events for all levels of cheese curiosity. Just days before their event, participants receive handpicked tasting packages or cheesemaking kits. The day before the event, participants are emailed a Zoom invitation, along with digital tasting literature or recipe and a digital workbook to record their experiences.

Public tasting classes are open to cheese enthusiasts from all over the country who want to meet and discuss cheese. Public classes are offered two to four times a month.

“We invite winemakers, cheesemakers, and more to chat about the process and inspiration behind what’s on their kitchen table,” says Founder Jessica Sennett. “Connecting virtually over thoughtfully-made cheese and wine is a meaningful way to connect and support the people behind the food we enjoy.”

The Virtual Cheese Program has been extremely popular, with over 250 people attending courses in the past three months. “I’m extremely happy that our program has been able to provide a new sales



platform for the American Artisan Cheesemakers who were hit hard by lockdowns because they rely heavily on restaurants for a majority of their sales,” she said.

“I really enjoyed connecting with people across the nation, and making them aware of My Artisano Cheeses. It was a mutually pleasant experience, customers wanted to know more about the tasting notes and pairings and I enjoyed seeing them appreciate my cheeses. Thank you Jessica for the opportunity!” - Cheesemaker and Owner at My Artisano

“When Cheese Grotto reached out about hosting collaborative Virtual Wine & Cheese tastings we jumped on the opportunity! Our virtual tastings are a great way to connect with our customers on a more personal level and allows us to provide the kind of in-person educational hospitality we pride ourselves on!” - Shelby Hearn, Sales Director at Suhru Wines

Private classes are excellent group gifts for businesses and families. For an unmatched group experience for the family or business that can't celebrate together, the classes provide an excellent way to create lasting memories

“Cheese Grotto’s mission is to educate about and support a diverse, regional food economy through the brand’s home cheese storage line and American artisan cheese packages. It was a natural step to incorporate cheese tasting and cheese making classes into our offerings,” said Sennett.

Sennett launched Cheese Grotto out of her home in 2016 offering an online specialty cheese home delivery program and the Cheese Grotto collection of table-top/countertop, climate-controlled storage devices. Since, Cheese Grotto has won numerous awards for the Grotto collection, including World Dairy Innovation Award’s Best Equipment Innovation in 2019. Cheese Grotto products and experiences are available worldwide through www.cheesegrotto.com.

Learn More About [The Cheese Grotto Virtual Class Program Here](#)

Made in America, Cheese Grotto Partners with American Artisan Cheesemakers. CheeseGrotto.com

[About Cheese Grotto](#)

[About Jessica Sennett](#)