



Cheese & Dairy



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## Nicolau Farms' Walter Nicolau III Discusses New Product Line

How is a new line introducing on-trend flavors in a perfectly apportioned format? Walter Nicolau III discusses

by **Robert Schaulis**

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**MODESTO**

Friday, July 20th, 2018

Since the early 1900s, the Nicolau Family has been farming in California's Stanislaus County.

Bringing a passion for family, farming, and food **from Portugal to the San Joaquin Valley**, the Nicolaus would eventually develop a reputation for producing high-quality cheeses and vinegars and established Nicolau Farms Artisan Cheese and its sister companies—Classic Wine Vinegar, and Sparrow Lane Vinegars.

And in 2018, Nicolau Farms is continuing to expand its ample product line—rolling out new products in **new packaging** and taking on **new partners** to grow the company's market share and introduce more consumers to the company's Old World-influenced California-original cheeses.



Walter Nicolau III, CEO and Cheesemaker, Nicolau Farms

“For 2018 we are very excited to announce that we will be working with McKenna Marketing to **expand distribution** both locally and nationally,” said Walter Nicolau III, CEO,

Cheesemaker, and scion of the fourth-generation Stanislaus farming family. “We will also be releasing our **new 4 oz retail packaging** to be released sometime late Spring 2018. We feel that with the McKenna team helping to spread the word to distributors,



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Nicolau Farms is a hidden oasis nestled down a long dirt road about 5 miles south of the town of Modesto in the heart of the lush California, San Joaquin Valley. As one of the last remaining goat...

restaurants, and retailers the footprint of Nicolau will reach new heights.”



Nicolau Farms is continuing to expand its ample product line

Nicolau Farms expects to launch its latest 4 oz goat cheese line this summer with **four varieties** available, including:

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Garlic-Chive Chevre

Lavender-Honey Chevre

Apricot-Chili Chevre

Classic Chevre

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Like all Nicolau Farms cheeses, the company's new 4 oz offerings are **all natural** and contain no imported frozen curds, antibiotics, hormones, additives, or preservatives.

Beginning with the highest quality cow and goat milk, Nicolau Farms is vat pasteurized in small batches to preserve flavor and health benefits.



Nicolau Farms 4 oz offerings are all natural and contain no imported frozen curds, antibiotics, hormones, additives, or preservatives

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**Nicolau Farms**

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