

# GUINNESS GUIDE TO CHEESE



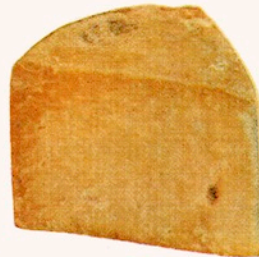
**EDAM** is *auditioned* before it is sold—the Dutch cheese-mongers tap each cheese and judge its quality by the echo. Admiral de Ruyter used Edam cheeses as cannon-balls. Their delicate flavor calls for Half-and-Half—half beer, half Guinness.



**PROVOLETTI** is one of Italy's greatest cheeses. It is smoked, and its flavor is sharpened by aging. Its resemblance to a corsetted haggis is merely superficial. Half a pound of Provoletti contains the protein equivalent of ten eggs, or a good-sized steak.



**STILTON** is perhaps the greatest of the great English cheeses. They eat it with Guinness "that noble liquor—the comeliest of black malts." Guinness Stout is now brewed here, with yeast which is descended from the yeast used in Dublin in 1759.



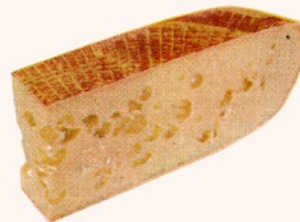
**CHEDDAR** is the most popular cheese in America, and it was of Cheddar—"toasted mostly"—that Ben Gunn used to dream while he was marooned on Treasure Island. Robert Louis Stevenson was an inveterate lover of Guinness Stout.



**ROMANO** comes from Southern Italy. Have you noticed that all *black* victuals are delicious—pickled walnuts, truffles, caviar, Romano, Guinness? Hold a glass of Guinness up to the light and you will see a *ruby gleam!*



**GORGONZOLA** comes from a village near Milan. Among Long Islanders, a pleasant custom has recently grown up of giving intimate supper parties in the kitchen on Sunday nights—Gorgonzola and Guinness. The rich, hearty flavor of Guinness is the perfect complement for strong cheese.



**EMMENTALER** is made in gargantuan copper kettles which hold a ton of milk. A series of polite explosions take place within the cheese—hence the famous holes. Emmentaler's nutty flavor has an uncanny affinity for Guinness. Emmentaler and Guinness make an incomparable picnic.



**CAMEMBERT** was Napoleon's favorite cheese. Invented by Marie Harel in 1791, Camembert is almost flavorless before ripening, but later acquires the bucolic bouquet of a Normandy farmyard. "It should be eaten on the wing"—and washed down with drafts of Guinness Stout.



**LIEDERKRANZ** means *wreath of songs*—sung, no doubt, in a very high key. This brand was discovered in 1892 by Mr. Emil Frey of New York, who was trying to imitate Bismarck Schlosskaese. Prince Bismarck's favorite drink is said to have been Black Velvet—champagne mixed with Guinness.



**ROQUEFORT**, the king of cheeses, is made of ewe's milk. Casanova once said that Roquefort was a "wonderful agent to restore a love and bring to quick maturity a growing love affair." The blue-green veining is induced by sprinkling the cheese with penicillium Roquefort.



**CHEESE  
LIKES  
GUINNESS**

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