

Beat: Lifestyle

## **FRENCH CHEESE BOARD Unveils First Concept Store for Cheese in the UNITED STATES**

**Intersection of food, design & culture**

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**USPA NEWS** - The French Cheese Board (FCB), the umbrella organization for the French dairy products, is announcing the opening of the first concept store for cheese in the United States. At the intersection of food, design & culture, this first-of-its-kind venture opened its doors in May in New York City's Soho.

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Designed by French duo Ich&Kar, the concept store transforms the idea of a mere boutique into an interactive experience to discover Cheese Culture through an intuitive tool box: Magnetic walls to easily change the display, bespoke furniture, educative murals to learn all about French cheeses and many more innovative features.

To launch the flagship location, the French Cheese Board picked a neighborhood that resonates with the pursuit of high quality products and premium experiences : 'We wanted to create a modern hub for foodies to share an immersive experience anchored in the exploration of the artisanal making and flavor of French cheeses,' said Laurent Damiens, Head of Communications for the French Cheese Board. 'Our store represents a new space for us to support our consumer-first approach and drive authenticity and innovation around the French industry's offerings and ideals.'

The French Cheese Board's experimental space will be brought to life by a team of certified Cheese Masters with unrivaled background in flavor chemistry and superior knowledge of cheese and beverage pairings. The flagship location will also serve as a customizable venue for creative moments in cuisine, art, lifestyle, education, and more. The FCB is leveraging its partnerships with industry and pop culture influencers to help build out multifaceted culinary and culturally exciting experiences, which will serve as private events throughout its year-long programming.

Source : French Cheese Board

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