



The Story of VOD Gourmet –“Very Optimistically Different”

Let us introduce you to Ulla Nylin, the heart and soul of VOD Gourmet. Her career path as a Vice President of Marketing and Public Relations took a quick turn when she followed her dream. She created VOD Gourmet, “*Very Optimistically Different*,” to share her love of Swedish gourmet foods and entertaining with her family, friends, gourmards and chefs around the world.

Ulla creates innovative gourmet products and party solutions that make entertaining fun and easy. Enjoy delicious gourmet foods, family and friends in a relaxed environment. Seize the moment and create a memory. A party is never more than 30 minutes away.

Ulla grew up eating the most delicious artisan cheeses in the world being raised in Sweden’s dairy capital. Her desire to introduce these cheeses to the world inspired her first product line, the award winning VodkaCheese™ including VodkaPepper and VodkaCurrant which won a Silver medal at the 1999 London World Cheese Competition. VodkaCheese took two years working with 5th generation Swedish cheese artisans to develop tastes that would fit the U.S market. VodkaCheese was a huge hit, previewed at a Press Party at the Swedish Consul-General’s residence in NYC.

Ulla then continued her quest for innovative party solutions. The search led her to Wisconsin where she discovered an amazing artisan semi-soft Asiago Fresco cheese. She added her gourmet touches including crushed imported natural juniper berries into the cheese making process to create GinBerry™. This creamy creation has a mild nutty flavor with the refreshing Juniper Berry flavor in every bite.

Ulla’s next and perhaps greatest adventure involved her quest for the perfect Blue Cheese. She found a rich, creamy Wisconsin blue made with raw milk from Jersey cows and added her special touches including a sweet port wine or smooth Kentucky bourbon. Thus the “Blues” were born. WhiskeyBLUE is reminiscent of the South with a smoky taste and bourbon vein running through it. The WineyBLUE takes you to the other coast for the delicious addition of a California Port Wine with prominent red veins throughout.

Now, Ulla has created another twist to her line of gourmet cheeses – shredded Rosemary and Juniper berry Asiagos. There is nothing like it on the market. These nutty herb Asiagos are aged for 6 months with either imported Juniper berries or rosemary spread throughout. They are available in 5 oz. plastic containers. These cheeses add excitement to any recipe including pizza, lasagna, casseroles, soufflés, salads any favorite dish that needs a little pizzazz. Just add a little Rosemary Asiago or Juniper berry shredded cheese for a new twist on cooking.

Ulla continues her quest for innovative party solutions searching the world for interesting products, cheeses, and flavors. There is always a new “Party Solution” on the horizon from Ulla and VOD Gourmet.



VOD GOURMET™ Very Optimistically Different JUST THE FAQs

- VOD Gourmet specializes in developing innovative gourmet tastes blending interesting flavors with fine cheeses using artistic and creative packaging that sets VOD (Very Optimistically Different) apart from other gourmet products.
- VOD Gourmet was founded by female entrepreneur Ulla Nylin. She personally oversees the creation and superior quality of VOD Gourmet's product lines.
- All VOD Gourmet Products are made with the finest ingredients and artisan cheese makers in the world.
- VOD Gourmet Product Lines include the *award winning VodkaCheese*:
 - **VodkaCheeses™ (VODKACURRANT™ AND VODKAPEPPER™)** are rich and crumbly cheeses with a sharp flavor that are very versatile. *VodkaCurrant received a Silver Medal at the 1999 London World Cheese Competition.*
 - **Asiago Fresco GINBERRY™** is a mild, nutty cheese with the distinctive, refreshing taste of crushed juniper berries throughout. It shreds nicely for salads and melts beautifully on pasta and pizzas.
 - **WhiskeyBLUE™ and WineyBLUE™** are rich, creamy Wisconsin blue cheeses; with sweet port wine or smooth and somewhat smokey, Kentucky bourbon throughout the cheese; WineyBLUE shows the red veins and WhiskeyBLUE has less visible bourbon veins throughout.
 - **Shredded Rosemary and Juniper Asiago Cheeses.** These nutty tasting Asiagos are aged for 6 months with either imported Juniper berries or rosemary herbs spread throughout.
- VOD Gourmet's VodkaCheeses, Asiago Fresco GINBERRY, and Blues are packaged in 6 oz. to 7 oz. wedges or in half wheels and loaves. Shredded Rosemary and Juniper Asiago Cheeses are packaged in 5 oz plastic containers.
- Average retail cost for 6 oz. to 7 oz package is \$5. They range from \$9.95 to \$13.00 per pound. A 6 oz. wedge of cheese will serve 12 to 18 crackers. On a cheese board a 6 oz. wedge with 3 or 4 other cheeses or pates will serve approximately 10-12 people. It is packaged in attractive wheels or slices and can be purchased by the pound.
- **VOD Gourmet Cheeses are found in the specialty cheese section of your favorite retailer, online, or ask your favorite grocer to special order it. Retailers include:** Publix, Food Emporium, Shop-Rite, Stop and Shop, Wegmans, Lunds/Byerlys, Kowalskis, Schnucks, and Central Markets. Your favorite grocer can order it for you as well. Or you can order on line at www.igourmet.com.
- All of VOD Gourmet cheeses are very versatile. They are excellent served with fruit, crackers or fresh baguette as well as on top of salads, or in any favorite hors 'oeuvres or recipes including: quiches, soufflés, pastas, fondues, quesadillas, pizzas and more. Visit www.vodgourmet.com for recipes and more product information.



Ulla Nylin Presents Your Party Solutions™ in 30 Minutes or Less

A party is only thirty minutes away with VOD Gourmet's, "Very Optimistically Different," party solutions. Ulla Nylin, founder of VOD Gourmet created a line of innovative, gourmet artisan cheese combining her love for entertaining and gourmet foods. Ulla makes hors d'oeuvres easy to create. Here are some of her recipes, tips and ideas to make any gathering fun and stress free!

Party Solution #1 Create a Cheese and Wine Tasting in 30 Minutes or Less

- **Mix It Up With a Selection Of Unique And Different Cheeses** - When creating a cheese and wine tasting party create cheese boards to be served with different wines, breads, and fruit to bring out the flavor of the different cheeses. Remember to limit your selection to no more than five different cheeses. Start with cocktail cheeses and progress to dessert cheeses. Serve cheeses of different sizes, shapes, and flavor or texture profiles to create diversity and add interest. Match your wines with the flavor profiles of your cheeses.
- **VOD Gourmet's VodkaCurrent™ and VodkaPepper™ Cheese** - Add a unique taste to cheese boards. They are rich and crumbly. The sweet currant flavor is perfect for serving with dessert wines. The VodkaPepper cheese is a perfect compliment with a Shiraz wine.

Party Solution #2 Take Exciting Ingredients and Add Them to Favorite Recipes

- ✓ **VOD Gourmet's Asiago GinBerry™ Cheese, or the Shredded Asiagos with either Juniper berries or Rosemary herbs** - Are mild, nutty cheeses with a distinctive, refreshing taste of crushed juniper berries or Rosemary. The shredded cheeses save time and are perfect for salads; melts beautifully on pasta and pizzas; adds delicious flavor on top or inside baked bread and creates amazing appetizers.
- ✓ **Easy Appetizer** - Boil 6 new potatoes, cool, cut in half and scoop out insides with a melon baller. Fill with cubes of GinBerry cheese, bake in the oven at 400 degrees until melted. Serve warm.

Party Solution #3 The "Blues" Create Excitement at Any Social Gathering

- ✓ **The "Blues"** - Ulla's newest creation blends creamy Wisconsin artisan Blue cheese with the finest Kentucky Bourbon Whisky and California Port Wines to create WhiskeyBlue™ and WineyBlue™ cheese.
- ✓ **"Ulla's Dating Blues"** - Are simply divine, easy to make and perfect for hors d'oeuvres or after dinner. They are a delicious combination of sweet and savory.

"Ulla's Dating Blues"

So simple, yet so delicious, these are a perfect addition to any party. Top a green leaf salad with "Ulla's Dating Blues" and your guest won't be singing the blues!

- 1 dozen large dates (Medisos are the best) with pits removed cut lengthwise to remove the pit
- 6 ounce wedge of WhiskeyBLUE or WineyBLUE Cheese or 3 ounces of each variety

Set the cheese out at room temperature for 30 minutes. Knead the cheese in the plastic wrapper so it's soft. Cut open the package and stuff the dates with WhiskeyBLUE or WineyBLUE cheese. For an extra special treat, place the dates into the microwave for 4 to 6 seconds until warm. Serve on a platter with WhiskeyBlue or WineyBlue stuffed celery, perfect for hors d'oeuvres or with fresh fruit and sorbet for dessert.



Interview Questions for Ulla Nylin, Creator of Vodka Cheeses Very Optimistically Different

- What inspired you to give up corporate America and begin creating Gourmet cheeses?
- Did your family and friends think you were crazy?
- Had you ever thought about making cheese before?
- How did you come up with the idea of combining flavored Vodkas with the cheese making process?
- Tell me about the legend of the Swedish Prästost cheese that you use in making the Vodka Cheeses. What made you choose this type of cheese? What makes it so unique?
- Is this a common practice combining flavors, foods, and liquor with cheese?
- What made you decide to start adding other types of ingredients such as juniper berries that you combine? Is this a complicated process?
- How receptive are the Artisan Cheese Makers in working with VOD Gourmet?
- How do you find the cheese makers you are going to work with?
- It took over two years to create some of your cheeses why does it take so long?
- You travel all over the world looking for different and unique cheeses and flavors. Do you have a particularly interesting or funny story about one of your adventures?
- Where do you get your ideas for flavor combinations such as Blue Cheese with whisky or wine? That is not a common pairing.
- How receptive have consumers, retailers and distributors been toward your products? These cheeses are definitely not main stream cheeses that people are familiar?
- Can you tell us about your next ideas or creation for VOD Gourmet?