

# Summer Seller Information Pack

To make selling our products easier, we've made a little info pack with all the resources you need to start selling.

## **About Jones Family Farm**

Jones Family Farm provides nutritious New Zealand sheep milk and sheep milk cheese for everyday people seeking bovine and plant-based dairy alternatives. Jones Family Farm is the result of Matt and Tracey Jones' need for a dairy alternative due to lactose sensitivities within their family.

They wanted a dairy product that was both gentle on the stomach and on the environment – what they found was sheep milk.

The Jones Family Farm and factory is located in Darfield which is half an hour out of Christchurch!

## **Our Sheep Milk Products**

Jones Family Farm products are all made from Sheep's milk which is naturally A2 and tastes creamy and sweet, most kids say it tastes like melted ice cream! Our cheese is more easily digestible, better for gut health, and with more vitamins and minerals than cow's milk, sheep milk provides numerous health benefits.

Sheep's milk has higher levels of protein, calcium and other amino acids compared to all other milks on the market, (see our website for more information).

## Our Cheese Selection and Flavor Profiles

Get to know the five delightful cheeses in our pack, each crafted to perfection using our premium A2 sheep milk:



- **Creamy Havarti.** Our creamy Havarti is a semi-soft cheese that is smooth and well-balanced. It is mild enough to suit all palates, but with a wonderful tang to keep it interesting. Best served on a cheeseboard, in toasties or in a potato bake!
- **Classic Gouda.** Our Gouda has a caramel-like flavor combined with its dense texture. It's amazing when paired with wine and on a cheese board.
- **Peppered Havarti.** Similar taste to the creamy Havarti but with a peppery kick! Amazing on a cheese board with some wine!
- **Pecorino.** Our classic pecorino is a timeless cheese with a sharp and salty flavour. Pecorino cheese is hard sheep milk cheese originating from Italy. Our Pecorino is great for anything from a cheese board paired with fruit, nuts and crackers to melted on toasties, pasta or pizza.
- **Cold Smoked Havarti.** Our creamy Cold Smoked Havarti semi-soft sheep milk cheese. Smoked with cherry wood. A wonderfully creamy and smooth havarti packed with subtle flavours, followed by a smokey cherry after taste. Havarti is easy to pair and you really can partner it with just about anything, wines that we matchmake with Havarti include buttery Chardonnay, Riesling, Sauvignon Blanc or an on-the-lighter-side Pinot Noir.

## Sales Tips for Success

- Knock on doors at local businesses or in your neighborhood.
- Share your cheese-selling initiative on social media to get online orders from friends and family.
- Set up a stall at community events or busy areas to attract more customers.