



# Oxxshire Creamery

& Specialty Foods

4631 County Route 17 | Rensselaer Falls, NY 13680  
(315) 486-1358 | [Oxxshire@yahoo.com](mailto:Oxxshire@yahoo.com) | [www.Oxxshire.com](http://www.Oxxshire.com)



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## “CAVE AGED” CHEDDAR WHOLESALE & SNACK-PAK<sup>®</sup> INTRODUCTION

Oxxshire Creamery is a family-owned-and-operated small business farm, creamery, and store in St. Lawrence County in upstate NY.

We do things a bit different and unique in our quest to be self-reliant, self-sufficient, and energy-efficient. We combine newer technology such as solar energy along with ancient, time-tested concepts.

### **1. LEGAL DEFINITIONS, TERMS, & CONDITIONS**

**NON-DISCLOSURE:** Oxxshire Creamery has developed a unique ‘Cave aging’ process for aging Cheddar and other cheeses including a proprietary ‘Oscillating Temperature<sup>®</sup>’ method that creates a distinct, accelerated-aged cheese. Oxxshire Creamery has also designed, created, and developed a proprietary Snack-Pak<sup>®</sup> marketing concept specifically for cheese snacks.

By reading this introduction and choosing to participate in our Snack-Pak<sup>®</sup> design and marketing concept, you agree to a general non-disclosure that all the details described here as well as the logos, design, marketing, and general concepts are fully owned, operated, and soon-to-be trademarked and copyrighted by Oxxshire Creamery in relation to Cheese. You may not duplicate, replicate, modify, or use any of the stated details, logos, design, or general concepts in relation to cheese without the prior written approval of Oxxshire Creamery. You also agree not to share this information for profit without said approval.

**NON-COMPETE:** You, your business, and its employees shall not, whether directly or indirectly, alone or as a partner, joint venture, officer, director, employee, consultant, agent, independent contractor or stockholder of any company or business anywhere in New York State, except on behalf of Oxxshire Creamery or with Oxxshire Creamery’s written consent: (a) engage in the business of Oxxshire Creamery or in any business that is in competition with the business of Oxxshire Creamery as stated in this introduction; (b) be employed by, consult for or provide any services to any person or entity that is engaged in the Business of Oxxshire Creamery or is engaged in any business that is in competition with the Business of Oxxshire Creamery as stated in this introduction; (c) solicit or accept the same or substantially related business of any customer or account of Oxxshire Creamery or induce any customer or account of Oxxshire Creamery to cease doing business with Oxxshire Creamery or in any manner interfere with the goodwill and customer relationships of Oxxshire Creamery for a period of 10 years.

**RELEASE OF LIABILITY:** You, your business, and its employees agree to defend, indemnify, and hold harmless Oxxshire Creamery, Oxxshire Inc., its owners, and its subsidiaries from liability and claim for damages from you, your company, its employees, and its customers; because of, but not limited to, sickness, disease, death, or less any expense arising from the handling, sale, and consumption of Cheese products and displays under this agreement.



*“Quality and Bulk Foods at reasonable prices” ...we pass our savings on to you!*

CHEESE CURD | SMOKED CURD | AGED CHEDDAR | WORLD CHEESES  
RAW & ORGANIC | BULK FOODS | GROUND GRAIN | ESSENTIAL OILS  
GLUTEN-FREE | SUGAR-FREE | NON-GMO | OUTLET FOODS





## **2. OUR CHEESE AGING DEFINITIONS & DETAILS**

**CAVE AGING:** In the United States, the majority of cheese is aged in fixed-temperature, commercial refrigeration. While this does provide a very consistent product, it lacks the depth, complexity, and uniqueness in the natural aging found in old-style, cave-aged European cheeses.

On our farm, we have designed and built our own concrete, underground cave to age our Cheddar and other cheeses. Using natural, geothermal cooling energy found deep underground at the 44<sup>th</sup> parallel north, we save on operating costs such as daily fuel and regular maintenance.

**ACCELERATED AGING:** As Cheddar ages under fixed-temperature, commercial refrigeration it slowly and predictably changes from a young, mild, creamy, soft Cheddar to the loss of all its creaminess to produce an older, sharper, acidic, firmer Cheddar that is well known for its ‘bite’ and crumbly texture.

By utilizing our proprietary ‘Oscillating Temperature<sup>®</sup>’ method, we are able to accelerate the aging process. This ‘by chance’ unique process we discovered creates a complex blend that starts off tasting like a creamy Cheddar that is followed by a strong, sharp, acidic, nutty after-bite that tends to remain well after the bite is consumed. This after-bite leaves the mouth needing and begging for more!

Our accelerated aging process produces a cheese that is often compared to Cheddar twice its age. This complex blend satisfies all variations of tastes. Those who don’t like the sharp bite, still get to enjoy creaminess without an over-powering bite. Those who enjoy sharp cheese get to enjoy a sharpness not usually found in a 3 to 4 year old Cheddar.

**CRYSTAL DEPOSITS:** Long since thought to be a defect of Cheddar, crystal deposits give aged Cheddars that unique ‘crunchy’ texture that most customers find very appealing. These crystal deposits add even more to the hearty and complex flavor and texture. Formed from chemical and protein breakdowns, the Calcium Lactate crystal deposit “white spots” form mostly in the interior of our Cheddar and occasionally on the surface. Some customers might relate the crystal deposits as a sugary or salty crunch! Our accelerated aging process provides us with a usually high amount of internal crystal deposits that normally doesn’t occur until a minimum of 8-10+ years!

**WHAT TO EXPECT:** Due to the humidity in our cave, it is very normal for the cardboard box to slightly deteriorate as well as produce some surface stains. This does not affect the cheese since it is plastic wrapped and sealed inside, except in some cases it might slightly distort the cheese block shape. Inside the bag, along with the cheese you may find up to a few cups of whey. This whey is released partly during the vacuum process and partly over the aging period. The release of whey during the aging process actually lowers the pH, increasing the acidity of the cheese thus adding sharpness to that bite. Due to the whey coating the outside, the outer edge of the block might have a slightly softer texture with a very sharp bite, while the center of the block will be drier, firmer and possibly crumbly with a more consistent flavor and more crystal deposits.

Due to minor cave and block variations such as temperature, humidity, and pH, no 2 blocks are ever a like, even from the same vat batch, especially over time as each block continues to age in slightly different



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variations. We suggest tasting a sample from each block you order from us to be able to describe to customers the slight variations that might occur.

### 3. OUR CHEESE SNACK MARKETING CONCEPT

**SNACK-PAKS®:** We have designed, created, and developed a unique cheese snack that customers enjoy and allows a useful way to get higher margin profitability as well as be able to sell any crumbles or left over pieces from the slab cutting process.

This snack, its logo, label, and general concept are fully owned, and soon-to-be trademarked and copyrighted by Oxxshire Creamery. While our 3XXX and 4XXXX 'Cave Aged' Cheddars are a unique product to us, we know that many other cheeses are commonly and widely available at bulk prices. Therefore, in order to increase your store's profit margin even more, we suggest using your own resources for those cheeses; while using our labels and concept with our licensing agreement.

### 4. IMPORTANT POINTS TO SHARE

**OUR SUGGESTIONS:** When slicing the ~42lb. cheddar blocks into smaller slabs, we recommend using a cheese wire/slicer and cutting the slabs ensuring each slab has at least 1 outer and inner edge of the block. That allows each slab to have the complete range of texture, taste, and acidity from the outer edge to the center of the block.

Our suggested lowest retail price for our 3XXX slab is **\$9.99/lb.** and our suggested lowest retail price for our 4XXXX slab is **\$10.99/lb.** North Country Store in Philadelphia is currently selling the 4XXXX slabs at **\$12.99/lb.** with an average of 1-2 (42#) blocks a month. We recommend cutting the slabs to an average size of about 3/4 lb. The range of \$6-8 total price per slab generally sells better and more often than being \$10 or higher.

We recommend using the **8 oz. Safe-T-Fresh Grab & Go Cup** (or similar item) found from Dutch Valley Foods (sku # **848020**) with an estimated cost of 22¢ each. These cups that perfectly fit in vehicle cup holders, also have the perfect lid size for our labels, as well as have enough space for the 4oz. 'bite-size' Cheddar chunks for our Snack-Paks®. These Snack-Paks® are not only specifically advertised as a "bite-sized snack" but are also a great way to include any crumbles or left over cheese from the slicing slab process.

The Safe-T-Fresh Grab & Go Cups can be displayed at eye level by tipping the cup over on its edge. **Please ensure that the bottom of our label is located on the hinge/pull tab of the cup.** This allows a flat, straight edge to lay on to prevent the cup from rolling or tipping backwards.

Our 3XXX 4oz. Snack-Paks® commonly sell for \$5 and our 4XXXX 4oz. Snack-Paks® commonly sell for \$6. **Our 'Cave Aged' Cheddar Snack-Paks® should become a top seller for your business with an estimated unit price of \$20-24/lb. creating an estimated store gross profit of about \$3.70/cup!**

The other random cheese 4oz. Snack-Paks® commonly sell for \$3. **These Snack-Paks® should become a top seller and impulse purchase for your business with an estimated unit price of \$12/lb. creating an estimated store gross profit of about \$2/cup!**



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Regularly offering 3XXX and 4XXXX samples from a Snack-Pak® becomes very cost effective in impulse sales!

We have found, especially after given a sample chunk and given the suggestion, many customers will purchase both a slab and cup together, to have something to snack on during the ride home to ensure the slab makes it home for crackers or cooking uses!

Our blocks “can” be frozen to help preserve them and avoid common cheese mold growth. However, freezing cheddar will extremely slow, if not stop, any further aging. If frozen, cheddar must be slowly thawed, from freezer to fridge before slicing to reduce excessive crumbling for slab cutting. However, as Cheddar ages and becomes more acidic, mold growth is greatly limited compared to young, mild Cheddars. Any surface mold that may grow after opening can either be cut off and removed or wiped off with a vinegar wash. If freezing is necessary for long-term self-life, we suggest cutting and wrapping the slabs first and freezing those to prevent excessive crumbling during the cutting process. These slabs are also easy to convert to future Snack-Paks®!

We hope that you will find this introductory letter informative and helpful. Please feel free to reach out to us if you have any questions. If you’re unable to visit our store, we can arrange to meet you at your location to go over any additional information! **Thank you for your time and attention!**

Jonathan Cole  
Co-Owner/Manager



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## Standard Snack-Pak Label Examples

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oxxshire creamery  
Snack-Pak

**HORSERADISH CHEESE** \$3

Ingredients:  
American Cheese (Cultured Milk, Salt, Enzymes),  
Whey, Skim Milk, Sodium Phosphate, Salt, Sorbic  
Acid, Imitation Horseradish Flavor.

NET WT. 4oz.  
4631 CR 17, Rensselaer Falls, NY, 13680

www.oxxshire.com  
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Snack-Pak

**PEPPERONI CHEESE** \$3

Ingredients:  
American Cheese (Cultured Pasteurized Milk, Salt, Enzymes),  
Pepperoni (Pork, Beef, Salt, Water, Dextrose, Spices, Lactic  
Acid Starter Culture, Oleoresin of Paprika Flavor, Sodium  
Nitrite, BHA, BHT, Citric Acid), Whey, Sodium Phosphate,  
Salt, Annatto Color, Smoked Flavor. Contains Milk.

NET WT. 4oz.  
4631 CR 17, Rensselaer Falls, NY, 13680

www.oxxshire.com  
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**PEPPER JACK CHEESE** \$3

Ingredients:  
Pasteurized Milk, Diced Jalapeno and Habanero  
Peppers, Salt, Enzymes, Cheese Cultures.

NET WT. 4oz.  
4631 CR 17, Rensselaer Falls, NY, 13680

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Snack-Pak

**MUENSTER CHEESE** \$3

Ingredients:  
Pasteurized Milk, Cheese Culture, Salt,  
Enzymes and Annatto (color).

NET WT. 4oz.  
4631 CR 17, Rensselaer Falls, NY, 13680

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Snack-Pak

**COLBY JACK CHEESE** \$3

Ingredients:  
Pasteurized Milk Cultures, Salt,  
Enzymes, Annatto Color.

NET WT. 4oz.  
4631 CR 17, Rensselaer Falls, NY, 13680

www.oxxshire.com  
oxxshire creamery  
Snack-Pak

with Crystals! **3XXX Super Sharp 'Cave Aged' CHEDDAR** \$5

Ingredients:  
Pasteurized Milk, Culture, Salt, Enzymes

NET WT. 4oz.  
4631 CR 17, Rensselaer Falls, NY, 13680

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with Crystals! **4XXXX 4yo Super Sharp 'Cave Aged' CHEDDAR** \$6

Ingredients:  
Pasteurized Milk, Culture, Salt, Enzymes

NET WT. 4oz.  
4631 CR 17, Rensselaer Falls, NY, 13680



\*Except for our 'Cave Aged' Cheddars, these sample labels of other cheeses may be modified by Oxxshire Creamery to include your store name and logo as well\*



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## Order Invoice Summary

Order#: NCS-2018-11-07

North Country Store – 11/07/2018 (1<sup>st</sup> order special pricing)

### ORDER:

	Quantity	Notes	Actual	Price	Total
4XXXX Cheddar (~40lbs.)	1 block	Base price (\$6.75/lb.)	43.99 lbs.	<b>\$6.50/lb.</b>	\$285.94
Cheddar Labels	4 sheets	9 labels/sheet	36 labels	\$3.00/sheet	\$12.00
8oz. Cups	36 cups	@ cost	36 cups	\$0.22/each	\$7.92
Block Deal Delivery	1 @ flat rate	Savings avail. up to 3 blocks	43.99 lbs.	\$0.25/lb.	\$10.99
Cave Block Handling	1 @ flat rate	Fixed rate up to 3 blocks		\$10.00/ea.	\$10.00
*Standard IRS Mileage Rate: 34 miles (1 way) / 68 total miles (round trip) @ 54.50 cents/mile					\$37.06*

**TOTAL DUE:**

**\$347.92**

### SPECIAL NOTES:

Cheddar Block base price discount of \$0.25/lb. for 1<sup>st</sup> order applied.

### GENERAL NOTES:

\*Block Deal Delivery can be reduced per pound by increasing your block orders up to a total of 3 blocks\*

(\$0.25/lb. @ 1 block | \$0.20/lb. @ 2 blocks | \$0.18/lb. @ 3 blocks)

\*Cups are included at cost for 1<sup>st</sup> deliveries to ensure easy first time setup\*

\*Stated order prices include the cash price discount\*

### PROFITABILITY ESTIMATE

4yo Snack-Pak <sup>©</sup>	Retail	\$6.00
8oz. Cup	Cost	\$0.22/ea.
Standard Label	Cost	\$0.33/ea.
4oz. Cheese	Cost	\$1.75

(\$285.94 + \$10.99 + \$10 = \$306.93 @ 43.99lbs. @ \$6.97/lb.)

**Gross Profit (prior to labor) \$3.70/ea.**

**Gross Profit Margin 61.66%**

### PAYMENT OPTIONS:

1. **Cash** payment on delivery: (5% discount included) \$347.92
2. **Check** payment on delivery: (3% discount applied) \$355.25 \*1.021053
3. **Check** payment within **15 days** (no discount) \$366.23 \*1.052632

\*Special 1<sup>st</sup> time purchase price: Check payment within 15 days at cash price \$347.92\*



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