

Maître Fromager Max McCalman



**Max
McCalman**

maître fromager
author
speaker
consultant
educator

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Biography



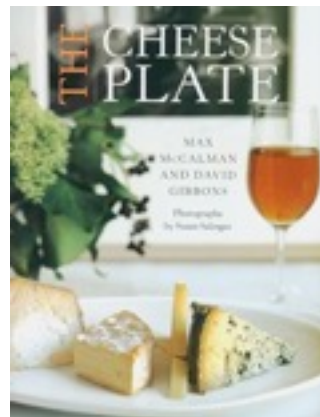
Max McCalman is America's first restaurant-based Fromager. He established the critically acclaimed cheese programs at New York City's Picholine and Artisanal Brasserie & Fromagerie restaurants. Max is a Maître Fromager, as designated by the Guilde Internationale des Fromagers, and is also a Cavaleiro, as designated by the Confraria do Vinho do Porto.

Max is an advocate for artisanal cheese production and is renowned worldwide as a cheese expert, respected for his expertise, insight and passion.

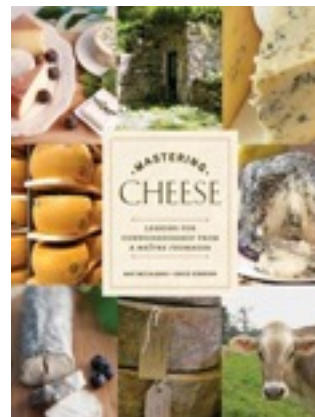
He is an award-winning author and an advocate for raw-milk cheeses, judges at cheese competitions, works as a consultant to cheesemakers, restaurants and retailers, and guides cheese-themed tours for cheese professionals and enthusiasts - in Europe and the U.S. Max was also instrumental in founding the American Cheese Society's Certified Cheese Professional Endeavor, of which he is currently the Committee Chair. He received the honorary Certified Cheese Professional title in early 2015.



Books



The Cheese Plate



**Mastering Cheese:
Lessons For
Connoisseurship
From A Maitre Fromager**



**Cheese:
A Connoisseur's Guide
to the World's Best**



**Max McCalman's
Wine and Cheese
Pairing Swatchbook:
50 Pairings to Delight
Your Palate**



Awards & Honors



**"Max is America's
foremost master
of cheese."**

-Louis Luzzo
Food & Travel Writer

Nominated for **IACP and James Beard Awards** in 2002 -
The Cheese Plate.

James Beard Award in 2006 -
Cheese: A Connoisseur's Guide to the World's Best.

Best Cheese Book in the World in 2010 -
Gourmand Cookbook Awards, Paris - *Mastering Cheese.*

Entrepreneurship Award in 2010 -
the French Food Spirit Awards.

Odyssey Medal in 2011 - Hendrix College.

Maître Fromager in 2013 -
the *Guilde Internationale des Fromagers Confrérie de Saint-Uguzon.*

Cavaleiro in 2014 - *Confraria do Vinho do Porto.*





Services



- **Speaking engagements**
 - Festivals, Corporate, and Private
- **Consumer Classes**
 - Infotainment & Mastery
- **Consulting**
 - Restaurants, Dairies, and Retailers
- **Education**
 - Pairings, Nutrition, and Cheesemaking & Affinage
- **Turophile Travel**
 - Culinary/Fromage Foraging





Testimonials



FOUNDED AS THE
FRENCH CULINARY INSTITUTE

"When I first met Max at Picholine restaurant, I recognized his great passion for cheese at once. He has combined this passion with a serious and extraordinary sense of the ceremony of cheese, and in doing so has taken cheese to another dimension for New York diners and now for his readers."

Alain Sailhac

Executive Vice President and Senior Dean of Studies,
The French Culinary Institute



"I worked with Max McCalman on an European cheese appellation and had an excellent experience. He has the knowledge, pace and savoir faire needed for the presentation to media, opinion leaders and influencers of the food industry."

Michael R. Matilla, Owner, ARGOS Consulting / Kraynick & Associates, Inc.



Testimonials



"Wine-themed dinners have become a little too common and I wanted to try something a little different. I am a huge fan of cheese and was referred to Max by a very respected local restaurant. I was not disappointed. Max's knowledge of the origins, benefits, and flavor profile of many cheeses is unmatched. Add to that his vast knowledge of wines and the pairing of wines, cheese, and dinner courses and you have the makings of a fun, informative and delicious event. Clients cannot stop talking about our most recent event, and we will be planning several more in the years to come."

Robert E. DeForest

Private Wealth Advisor, SVP Wealth Management, UBS



"We're big fans and I speak for the masses we have at our party each year when I say this. I am not sure how many years we've been doing this now, but so grateful from the beginning that Max was enthusiastic about being part of our annual holiday party. Doing in-home events wasn't the norm back then, but it couldn't have worked out better. He is the consummate professional and his team is terrific. I can't imagine what we would do without him. I think many of the friends we have would stop coming!"

Kristofer Kraus, Executive Vice President, PIMCO



"During the last eight years, Max has led numerous cheese seminars for the Confrérie des Chevaliers du Tastevin while I was the minister of education. All seminars were very well received, and some have asked for encore performances. It is no surprise because Max is an excellent speaker, and knows how to lead people through the complex world of cheese with ease. I can only say that knowing Max has been an enlightening experience, and I look forward to many more years of spreading the curd with him."

Kevin B. Hill

Officier Commandeur & Minister of Education,
Confrérie des Chevaliers due Tastevin



What the Trade Says



"Max is a cheese star!"

Mary Quicke Quicke's Traditional, Ltd.



"He inspired me to open my own cheese shop!"

Tonda Corrente La Femme du Fromage



**"When you say cheese, I say Max!!
If he can't pair it, nobody can!!"**

Tim Keating Executive Chef, Flying Fish Cafe, Disney World, FL



"A cheese legend!"

Cathy Strange Global Cheese Buyer, Whole Foods

Le Bernardin

**"The most passionate and knowledgeable
cheese master in America."**

Éric Ripert Executive Chef / Co-Owner, Le Bernardin



Partners



Max has partnered and worked with an outstanding group of companies, organizations and associations. They recognize the power of taste and the importance of cheese, while striving for innovation in the industry.

Here are just a few:





Partners



RUSKIN INTERNATIONAL
INTEGRATED MARKETING COMMUNICATIONS FOOD | BEVERAGE | HOSPITALITY



ANGRY ORCHARD
HARD CIDER



Tanglewood



OCEANIA CRUISES®



McKinsey & Company

 **Holland America Line**
A Signature of Excellence



Mickey's Camp



Media



THE WALL STREET
JOURNAL.



The New York Times



queer
eye
FOR THE
STRAIGHT GUY



Media



DELI BUSINESS
MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

THE DAILYSHOW

TASTE OF T
THE NEW YORK TIMES STYLE MAGAZINE

Cheese
CONNOISSEUR

CULTURE
MAGAZINE



90.9 wbur
Boston's NPR® news station



The Max Factor



1. Infotainment

Mixing education and entertainment into a fun and interesting hybrid is Max's forte.

2. Experience

Max has been in the business of cheese for over two decades.

3. Credibility

Cheesemakers, mongers, and retailers from around the world value his input and opinions.

4. Consultant

Max offers structured advice and indispensable insights on all things cheese.

5. Success

Max is an award-winning author and is also recognized as a wine authority.

6. Revolutionary

Influential in founding the ACS CCP endeavor, bringing an invaluable cheese certification to the cheese industry for the first time.

7. Passion

Be it judging cheese for two days straight or traveling to a remote dairy farm, Max is willing to go the extra mile for the advancement of cheese.