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FORMER LEADING CANADIAN PUBLISHING EXECUTIVE TRADES PROFESSIONAL CAREER TO BECOME CHEESE MAKER

– Prince Edward County Entrepreneur Publishes Unique Journal on Artisan Cheese -

Toronto, ON – October 15, 2005. Petra Cooper, the former President of McGraw-Hill's Higher Education Group, has left her 18 year publishing career to begin the process of establishing an artisan cheese business in Prince Edward County in eastern Ontario.

As the business is being built, Petra is leveraging her experience in the publishing business to publish **Artisan Cheese Lover's Journal of Good Taste**. The unique journal serves as an introduction to the mysteries of artisan cheese describing what defines "artisan" cheese, how it is made and how artisan cheeses are distinguished from other kinds of cheeses.

Other features of the Journal include:

- A general overview on key issues and influences that shape the artisan cheese business including debate on raw milk cheeses and the idea of terroir.
- A mini-cheese taxonomy to help cheese lover's categorize and better understand different types of cheeses.
- Review of key cheese ingredients
- Overview of the nutritional benefits of cheese
- Comprehensive tasting note pages for cheese lovers to keep track of their adventures in artisan cheeses
- A glossary of cheese terms
- Resource section which includes recommended books and weblinks for those who want to go further and learn even more.

"The 134 page journal has been created for the cheese enthusiast, culinary tourist, chefs and others", said Petra Cooper, Founder and President Fifth Town Artisan Cheese Company.

"Those interested in enhancing their knowledge of cheese and working on developing a well informed cheese plate repertoire will find this a great resource and an accessible quick read."

The Artisan Cheese Lover's Journal of Good Taste can be found at cheese shops and specialty stores in New York, San Francisco, Calgary and Toronto. It retails for \$29.95. It can be

also be purchased directly from Fifth Town by calling 415-435-6540 or faxing in the order form which is available on the Fifth Town website: www.fifthtown.ca

About the Author Petra K. M. Cooper served for over 18 years in the publishing industry in both Canada and the U.S. including serving as President of McGraw-Hill's \$60M Higher Education Group for the past 8 years. In June 2005, she left publishing to pursue an entrepreneurial venture in cheese making. Through her company, Fifth Town Artisan Cheese Company, Petra is working to build a unique artisan scale goat and sheep milk cheese dairy in Prince Edward County, Ontario. She plans to have her doors open for business in 2007. Meanwhile, Fifth Town Productions focuses acquiring, developing and publishing journals and other products which enable the enjoyment of culinary and other personal interest pursuits. Petra led and chaired the OCS founding members group to launch the Ontario Cheese Society (www.ontariocheese.org) and was elected to serve as Chair of the new Board at the association's Annual Members Meeting in November 2004. In addition to her work in the cheese world, Petra also serves as the Vice Chair of the Board for the Ontario College of Art and Design and sees concepts in design as ideas closely linked with world of culinary arts. Petra, her husband Shawn and their five year old daughter Augusta enjoy both city and country life with a home in Toronto as well as Prince Edward County.