



## THE BEECHER'S STORY

### The Beginning

At the Beecher's Handmade Cheese shops in Seattle's historic Pike Place Market and New York's Flatiron District, visitors press their noses against the windows to witness a vat of creamy white milk transformed by the expert hands of the cheesemaker. Although he is aided in the process by simple machinery, the cheesemaker is crafting cheese using the same techniques that have been used for 5,000 years.

A cheese lover since childhood, Kurt Beecher Dammeier remembers encouraging his mother to buy artisan cheese at a time when processed cheese was overtaking the market; and he recalls his great-grandfather, whose first name was Beecher, purchasing Stilton by the wheel.

### Home Base - Seattle's Pike Place Market

In 2002, having become firmly entrenched in the Seattle food scene, Kurt was walking through Seattle's historic Pike Place Market and noticed that a long-time tenant had closed up shop. Inspired, he called the landlord, returned to his office and announced they were going into the cheesemaking business. With fond memories of his grandfather Beecher and his wheels of Stilton, it was a natural fit to name the business Beecher's Handmade Cheese.

For Kurt, Beecher's fulfilled an ambition of his beyond just making great cheese. He has long felt passionately about eating food free of harmful additives and preservatives, as well as believing that people should know more about the food they eat - where it comes from, what goes into it and how it is made. The Pike Place Market location - a Seattle mecca for fresh produce and handcrafted items - provided the opportunity to nearly encircle the cheesemaking kitchen with windows, allowing a live demonstration of all three of those tenets in an entertaining format.

### The Vision Becomes A Reality

Soon after acquiring the space, Kurt sought the expertise of Brad Sinko and hired him as Beecher's cheesemaker. Brad had honed his craft at Bandon Creamery in Oregon, which his family owned. Not only did he have the expertise to make great cheese, he also shared Kurt's commitment to pure, all-natural, additive-free food. Purchasing used equipment piece-by-piece, and working closely with a welder, Brad designed and built a custom pasteurizing and cheesemaking facility to fit into the 1,000 square foot kitchen.

All that was left to do was find a local source of premium milk, because the quality of cheese is ultimately dependent upon the quality of milk. Specifically, Kurt was looking for milk from cows that were fed high quality feed and not given recombinant bovine growth hormones (rBST).

A chance meeting connected Kurt with a local farmer and his herd of healthy, well-treated cows in Duvall, Washington. The farmer was interested in making cheese and agreed to be the sole supplier of milk to Beecher's. Securing a local dairy meant Beecher's could ensure the quality and purity of the milk and - ultimately - the cheese.

### Let Them Eat Cheese!

It was finally time to make cheese! On November 20, 2003, Beecher's Handmade Cheese opened its doors to the public and became the only artisan cheesemaker in the city of Seattle.

In October of 2005, Beecher's had grown to the point that they added to their milk production with additional dairies just outside of Seattle, Washington. Using the same criteria for working with these dairies as had been used to select the first, the cows are all healthy and are not given any additional growth hormones.

A chance visit to New York City in the winter of 2008, started Kurt down the path of bringing Beecher's to New York. He connected right away to the open market feel and recognized that the people shared his love of good food and for sense of place. In June 2011, after much research on how to start a cheesemaking kitchen in America's most populated city, Beecher's opened its doors to New York City's Flatiron District with a new store, cafe and restaurant.

As with the Seattle location, the cheese made in New York City is made from premium milk from local herds just south of Albany.

### Yesterday, This Cheese Was Grass

Seven days a week, fresh milk is pumped into the holding tanks at our cheesemaking kitchens. Then the day-long process of cheesemaking begins. Depending upon the day, the cheesemakers may be making Beecher's signature 15-month aged Flagship, Flagsheep, Marco Polo, or any of the other cheeses that Beecher's makes. Under the skilled direction of the cheesemaker (and with a little help from the cows), the end result is a wholesome, natural, pure cheese - full of flavor and high in nutrition.

### Our Credo

Flavor and purity go hand in hand at Beecher's. Customers watching the time-tested craft of cheesemaking can see firsthand that Beecher's cheeses are made with care and a commitment to purity. All products are free of bovine growth hormones, hydrogenated oils, nitrates and polysorbate. The Beecher's credo says it best:

*"Food produced by Beecher's Handmade Cheese is free of all artificial preservatives, coloring and flavor enhancers. It's just pure, all-natural, full-flavored food, handcrafted in traditional ways with the freshest ingredients available."*

The artisan cheeses we sell, and the meats, vegetables and other foods we use to make Beecher's café and restaurant items, are chosen with care and a desire to support broadly local, small-scale enterprises who share our philosophy and commitment to pure food.

### Our Flagship Foundation

In keeping with our commitment to pure food, Beecher's and its sibling companies contribute 1% of all sales to the Flagship Foundation, founded by Beecher's in 2004. The Foundation, and its *Pure Food Kids Workshop*, is aimed at educating fourth through sixth grade students about the benefits of healthy eating and nutrition.

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Sugar Mountain

## OVERVIEW

### How We Got Here

In 2003, Kurt Beecher Dammeier formed Sugar Mountain, which owns and operates four specialty businesses and one non-profit organization:

- Pasta & Co (purchased in 2000)
- Beecher's Handmade Cheese (founded in 2003)
- Bennett's Pure Food Bistro (founded in 2006)
- Maximus / Minimus (founded in 2009)
- Flagship Foundation (non-profit founded by Beecher's in 2004)

Sugar Mountain's mission is to "Change the Way America Eats." At each one of its locations, customers enjoy boldly flavored food that is completely pure and all-natural. This means no harmful additives or preservatives. No flavor enhancers or food colorings.

This is called the Pure Food Commitment and it is Sugar Mountain's pledge to their customers - that food is served with integrity, full of incredible flavors and wholesome nutrition.

### A Commitment to Pure Food

Sugar Mountain endeavors to "Change the Way America Eats." This means it takes seriously the health, well-being and culinary delight of its customers. Sugar Mountain shares a passion for – and commitment to – a philosophy of wholesome nutrition.

All products found at Sugar Mountain businesses are carefully selected or produced based on a few important criteria: wholesome and pure, fresh and full-flavored. In addition, Sugar Mountain is dedicated to educating its customers and community about the benefits of pure foods.

- *Dedicated to purity* – Sugar Mountain features foods that are additive-free, which means that they have no artificial preservatives, flavor enhancers, sweeteners, colors and hydrogenated oils (trans fats).
- *Passionate about full-flavored food* – Sugar Mountain is zealous in its search for and creation of full-flavored foods. Plus, it gets great satisfaction out of sharing new finds and creations with others.
- *Committed to education* – Sugar Mountain is committed to educating its customers and community about the benefits of pure, wholesome food.

As part of its commitment, Sugar Mountain businesses contribute 1% of all sales to the Flagship Foundation, educating children about the benefits of healthy eating and nutrition.

### Website

[www.sugarmtn.net](http://www.sugarmtn.net)

## FLAGSHIP FOUNDATION



### Overview

In keeping with its commitment to pure food, Sugar Mountain companies contribute 1% of all sales to the Flagship Foundation, a 501c3, founded in 2004.

Beecher's Flagship Foundation's mission is to inspire and empower children to make smart, healthy eating choices. The Foundation believes that if people know what is actually in the foods they eat, they will make healthier choices, opting for real food instead of highly processed foods that have a heavy impact on their health.

### Pure Food Kids Workshop

The Pure Food Kids Workshop, funded through the Flagship Foundation, is aimed at educating fourth through sixth grade students about the prevalence of food additives and their possible health risks. Over 20,000 students in the Seattle and Portland metropolitan areas have taken the Workshop. The Workshop is now expanding into New York metro schools.

During the 2-1/2 hour lesson, students learn about:

- How they are being marketed to on packaged foods
- Common food additives and their possible harmful effects
- How to read a food label including the nutrition statement and ingredient list
- The difference between whole and processed foods
- How to prepare a recipe and participate in the preparation of a whole-food soup
- The benefits of eating healthful foods

The instruction model is meant to spark an interest within students, while providing the tools necessary for further exploration both in and outside the classroom.

The Pure Food Kids Workshop is a no-cost workshop for schools. It is taught by trained instructors who have a passion for pure foods and a desire to help kids form good eating habits. As part of the workshop, the Foundation provides:

- All equipment, printed materials and foods for the lesson
- Trained Volunteers, most with nutrition or culinary backgrounds

### Website

[www.flagshipfoundation.org](http://www.flagshipfoundation.org)

