

# Maître Fromager Max McCalman



**Max  
McCalman**

maître fromager  
author  
speaker  
consultant  
educator

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## Biography



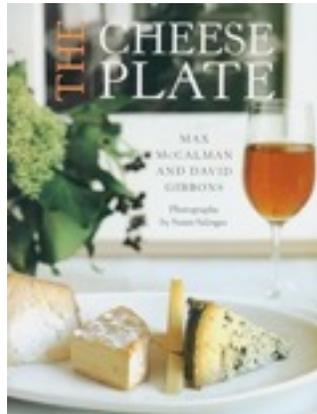
Max McCalman is America's first restaurant-based Fromager. He established the critically acclaimed cheese programs at New York City's Picholine and Artisanal Brasserie & Fromagerie restaurants. Max is a Maître Fromager, as designated by the *Guilde Internationale des Fromagers*, and is also a Cavaleiro,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

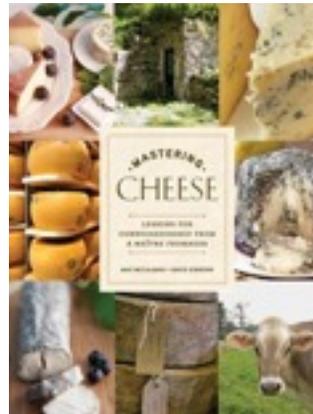
He is an award-winning author and an advocate for raw-milk cheeses, judges at cheese competitions, works as a consultant to cheesemakers, restaurants and retailers, and guides cheese-themed tours for cheese professionals and enthusiasts - in Europe and the U.S. Max was also instrumental in founding the 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** Quicques 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



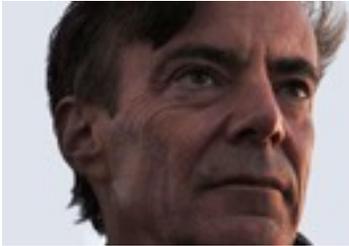
THE WALL STREET  
JOURNAL.



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**

**90.9 wbur**  
Boston's NPR® news station

**CULTURE**  
MAGAZINE



## 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.