Welcome to Downtown Madison!

We invite you to explore our downtown retail businesses and shops in a new and authentically Wisconsin way -- with cheese!

Learn about award-winning, specialty Wisconsin cheese and enjoy samples provided by the Dairy Farmers of Wisconsin along with crackers provided by Potter's Crackers at participating businesses along State Street and the Capital Square.

At the end of your tour, all the samples will be available for one final tasting and you'll be able to purchase your favorite Wisconsin cheeses from Fromagination -- an internationally-known specialty cheese shop, located on the Square.

Please show your wrist bands that you received at check-in or Family Weekend program at participating locations.

Find all details online at:
www.visittowndowntownmadison.com/cheesewalk

List of Locations & Wisconsin Cheeses

1 - The University Book Store
711 State St
Sartori BellaVitano Merlot
Cow's Milk
Master Cheesemaker Pam Hodgson
Plymouth, Wisconsin
Creamy cheese hand-rubbed dipped merlot wine.
 Delicious any time of day.
The rind is meant to be eaten and is part of the tasting experience!

2 - Art Gecko
510 State St
Marieke Feunngreek Gouda- Cow's Milk
Cheesemaker: Marieke Penterman
Thorp, Wisconsin
This cheese is made from Raw Cow's milk and is reminiscent of maple syrup; this creamy Gouda has a richness elevated by sweet notes. Paired with nutty flavor notes.

3 - City of Madison Clerk's Office @ The Downtown Madison Visitor Center
452 State St
Carr Valley Cranberry Chipotle
Cow's Milk
Master Cheesemaker Sid Cook
La Valle, Wisconsin
This is a cheese for the adventurous palate. A slight sweetness from the cranberries is counter-balanced with the smoky bite of the chipotle peppers.

4 - The Soap Opera
316 State St
Meister Morel Leek
Cow's Milk
Cheesemaker: Scot Meister
Muscooda, Wisconsin
Semi-soft Monterey Jack is blended with wild, earthy morel mushrooms and delicately flavored leeks.

5 - Parthenon Gyros
316 State St
Feta
Cow's Milk
WEYAUWEGA STAR DAIRY
Weyauwega, WI
Feta cheese was first made in Greece from sheep or goat milk. Wisconsin cheesemakers typically produce Feta from cow's milk, making it less assertive, tart, or gamy and a bit lighter than most imported Feta cheeses.
6 - Fontana Sports Specialties
216 N Henry St
Cedar Grove Cheese Curds
Cow's Milk
Bob Wills
Plain, Wisconsin
Mild, fresh milk and salty flavor. T Like cheddar, they can
be both orange or white. And it’s not just about taste and
texture—truly fresh cheese curds squeak.

7 - Little Luxuries
230 State St
Deer Creek Moon Rabbit
Cow's Milk
Cheesemaker Chris Gentine
Sheboygan, WI
Cheddar and bathed in Green Chartreuse liqueur. The
Chartreuse adds a delicate herbal bouquet with hints of
cloves, citrus, rosemary, and thyme that beautifully
complements the cheese’s creaminess while imparting a
light green hue.

8 - Sencha Tea Bar
224 State St
Sartori Bella Vitano Black Pepper
Cow's Milk
Cheesemaker Bob Wills
Plain, Wisconsin
Creaminess, spice, and everything nice make Black
Pappagallo's BellaVitano® the finest companion for your
favorite savory foods.
The body is meant to be eaten and is part of the tasting
experience!

9 - Kilwins
208 State St
Deer Creek Doe
Cow’s Milk
Cheesemaker Chris Gentine
Sheboygan, WI
Gracefully creamy handcrafted bandaged-wrapped
Cheddar marbled with intoxicatingly aromatic pure
Madagascar Bourbon vanilla bean.

10 - Wisconsin Cheese Mart
119 State St
Carr Valley Apple Smoked Cheddar
Cow’s Milk
Master Cheesemaker Sid Cook
La Valle, Wisconsin
This cheddar is hand-rubbed with paprika, a handsome
cheese for your cheese board.
The cheddar is young, giving it a mild flavor as a pleasant
base for the sweet and smoky additions.

11 - Wisconsin Veterans Museum
30 W Mifflin St
Meister Burchessta Jack
Cow’s Milk
Cheesemaker Scot Meister
Muscoa, Wisconsin
A semi-soft Monterey Jack with mild tomato, garlic,
parsley, and basil flavors.

12 - Lake City Books
107 N Hamilton St
Hooks 5-year cheddar
Cow’s Milk
Tony and Julie Hooks
Mineral Point, Wisconsin
Hook's cheddar is wonderfully sharp but not too sharp
and retains a hint of sweet and creamy flavors—Crumble
and a little smooth in texture. Hook’s 5-year cheddar
perfectly balances over-the-top sharp and young and
creamy.

13 - Best Western Premier Park Hotel &
The Post
22 S Carroll St
Hooks’ Triple Play Extra Innings
Goat, Sheep & Cow’s Milk
Cheesemaker Tony and Julie Hook
Mineral Point, Wisconsin
A fantastic blend of three types of milk – cow, sheep, and
goat. Flavor notes that come through – Baby Swiss,
Havarti, and Gouda. It is aged over a year. At this point,
the Gouda flavor has become more prevalent, and
crystals have formed.

14 - Fromagination
12 S Carroll St
Upland Pleasant Ridge Reserve
Cow’s Milk
Cheesemaker Andy Hatch
Dodgeville, Wisconsin
Pleasant Ridge is the most-awarded cheese in American
history, only made in the spring and summer months with
raw milk. The sweetness from the grass-fed milk
combines with the savory flavors developed by the
cheese’s natural, washed rind. The resulting complexity –
rich and salty, with a long, fruity finish.

Special thanks to Ken and the cheesemongers at Fromagination for preparing all the cheese, to Potter’s
Crackers for the cracker donation and to the Dairy Farmers of Wisconsin for sponsoring the cheeses.