



Saying cheese to brand new idea



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INFLUENTIAL cheese maker Kris Lloyd is putting her name to one of her products for the first time.

The owner and creative force behind award-winning Woodside Cheese Wrights will release a range of jars of marinated cow and goat milk Persian fetas under the new label "Kris Lloyd".

Ms Lloyd, said the Woodside name was already established when she bought the business and this was a chance for her to express herself.



"I wanted to brand something differently," she said.

"I didn't have anything to do with the brand or name of Woodside.

"I've always felt it would be good to have the opportunity to create my own brand with a bit of my personality coming through.

"I have no understanding at all what my name is worth and it may be nothing. However, I know the cheese is bloody amazing. So, even there is no

other reason, I think people will buy it."

Persian feta is a softer, silkier cheese than regular feta and the new product will be sold in jars marinated in Coriole olive oil and fresh herbs. It will be available in versions made from goat milk, cow milk and a blend.

Ms Lloyd said the new brand would be reserved for cheeses that are outside the Woodside range, uncommon offerings that weren't made anywhere else in the state. Woodside would also continue to release new cheeses, as before.

"I think we've done an amazing job at Woodside," she said. "We punch way above our weight. But there's still a lot more for Woodside to do. It's not going away anytime soon."





Woodside Cheese Wrights' Kris Lloyd. Picture: JACQUI WAY