



## **For Immediate Release**

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## **POINT REYES FARMSTEAD CHEESE COMPANY COMMEMORATES ANNIVERSARY**

20 years of cheesemaking

[Point Reyes, CA, December 30, 2020 With a significant anniversary in 2020 you might have expected Point Reyes Farmstead Cheese Company to have thrown a big party, in commemoration of all the Giacomini family has accomplished since 1959, when founders Bob and Dean bought their dairy farm alongside Tomales Bay. Explains Jill Giacomini Basch, who helped launch the award-winning creamery with her sisters and parents back in 2000, “with our specialty cheese community far from pre-pandemic normal, as well as the continued uncertainty with our food service business, it felt right to celebrate simply through showing gratitude for how far we’ve come. **So we focused on a much different celebration than we had originally planned, one we feel is more meaningful.**”

Today the company is WBENC Certified Women-Owned by sisters Jill, Lynn Stray and Diana Hagan. Their story of converting the family dairy farm into a highly successful and internationally regarded artisan cheese creamery with two manufacturing locations is compelling enough, but the Co-CEOs wanted this important year to stand for more than just how long they’ve been in business. Because a party wasn’t an option, the sisters chose to celebrate-through-art, –symbolizing appreciation for their employees, their customers and their commitment to sustainability.

“Employees are first for a reason,” says Jill. Whether on the farm, in the creamery, in the office or out in the marketplace – they are committed to the company’s success and it shows, day in and day out.” She adds, “Quite simply, we wouldn’t be here today without them.”

Giving gratitude for the company’s customers is also an important focus of the commemoration. “For 20 years we not only established loyal cheese fans, but more importantly, made lifelong friendships and enduring industry partnerships, with the multitude of benefits felt far beyond the walls of our business. It has been especially meaningful to us that our customers’ support has helped to sustain our local community, --ensuring jobs, preserving cheese traditions and enriching CA agriculture” explains Lynn.

In addition, the sisters share a commitment to the local environment, both natural and business, as their way to make sure new generations can enjoy and be inspired by the natural beauty and delicious flavors of the region. “Sustainability – in how we farm, how we make cheese and how we deliver our products to market, has always been a top priority for us,” says Diana “but continuing to embrace innovation ultimately demonstrates --to our employees, customers, community and the planet-- that our company’s purpose doesn’t end with our leadership,” says Diana.

**The Giacomini sisters commissioned renowned graphic artist Michael Schwab to create a piece of original artwork to commemorate the 20<sup>th</sup> anniversary.** “This project was special,” said Schwab. “The region, and the cheese, is near and dear to me.” The design fits well with some of Schwab’s other works created for nearby landmarks such as Muir Woods and Marin Headlands. Jill explained their reaction to the art, “Michael

gave tribute to our two decades in cheese through representing our sense of place: Point Reyes, Marin County, California. He captured not only our home, our heritage and legacy of dairy farming on Tomales Bay, but the greatness of what a simple milk can represent to us: wholesome, natural goodness that continues to sustain us, our employees and our community.”

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**About Point Reyes Cheese Farmstead Cheese Company:**

In 1959, Bob and Dean Giacomini established their successful dairy farm just north of Point Reyes Station in Marin County, CA. In 2000, together with their daughters, the family began making hand-crafted cheese on the farm with milk from their own herd of Holsteins. In 2010 they opened The Fork, a culinary and educational center offering farm-to-table educational experiences for both consumers and the trade. In 2018 the company expanded to Petaluma, with the opening of a second creamery, warehouse and distribution center. In 2020 the company, now WBENC Certified Women-Owned, is led by Co-CEOs Diana, Lynn and Jill. The Point Reyes product line consisting of Quinta, Toma, TomaTruffle, TomaProvence, TomaRashi, Bay Blue, Gouda and Original Blue, is available nationally at independent cheese shops and specialty grocers, at the Fork, local-area farmers' markets and online at [www.pointreyescheese.com](http://www.pointreyescheese.com).

**About WBENC:**

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 13,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and over 300 Corporate Members. More than 1,000 corporations representing America's most prestigious brands as well as many states, cities, and other entities accept WBENC Certification. For more information, visit [www.wbenc.org](http://www.wbenc.org).