

COMTÉ News



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COMTÉ CHEESE ASSOCIATION | WWW.COMTE-USA.COM

HOLY COW

A FILM BY
LOUISE
COURVOISIER



Comté Cheese
Association

(Photo credit: Zeitgeist Films in Association with Kino Lorber)

HOLY COW (Vingt Dieux) Rolls Out Across the U.S.!

This debut movie from filmmaker Louise Courvoisier premiered at the 2024 Cannes Film Festival in the *Un Certain Regard* section, where it was awarded the festival's Youth Prize.

HOLY COW is a sun-drenched coming-of-age story set in the picturesque Jura region of France. It follows Totone, a carefree 18-year-old who revels in his youth while his family dairy business hums along. However, when calamity strikes, Totone suddenly finds himself responsible for both the farm and his 7-year-old sister. With little experience or discipline, he embarks on a journey of self-discovery, determined to win a local Comté cheesemaking competition with a €30,000 cash prize. Along the way, he also navigates his feelings for a rival farmer, despite the hostility

from her bullying brothers. As Totone clumsily steps into adulthood, *HOLY COW* explores the bittersweet transition from adolescence to responsibility in the heart of rural France.

The film premiered in New York City's Film Forum on March 28th where Murray's provided a Comté tasting box and Comté beanies were given away to promote the occasion!

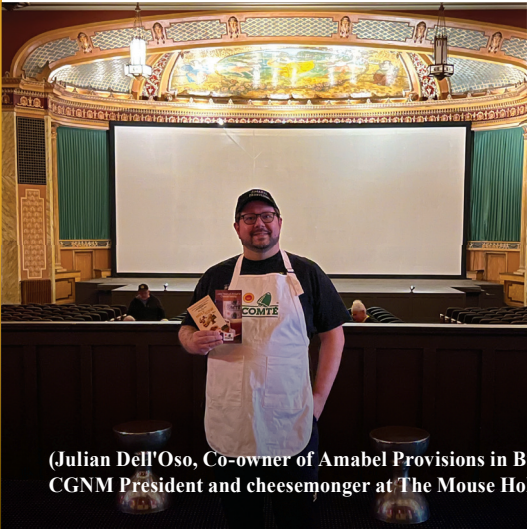
A trailer of the film may be enjoyed here: <https://www.youtube.com/watch?v=Q55nalp7PCI>. While a schedule of planned openings at various cinemas nationwide may be found here: <https://zeitgeistfilms.com/film/holy-cow>



Local Cheese Shops Promote HOLY COW With Their Own Comté Tasting Boxes!

Amabel Provisions in Buffalo, NY, reached out as they were interested in hosting the film at their local theater. Once placed in touch with Zeitgeist Films, the distributor, they organized a screening and offered Comté tasting boxes!

In addition, The Cheese Guild of New Mexico (CGNM) and The Mouse Hole Cheese Shop in Albuquerque, NM, reached out expressing interest in a similar promotion. Along with a screening and Comté tasting box, they held a tasting of Comté at a local radio station (KKOB 96.3) in NM.



(Julian Dell'Oso, Co-owner of Amabel Provisions in Buffalo, NY, and Lissa Knudsen, CGNM President and cheesemonger at The Mouse Hole Cheese Shop in Albuquerque, NM)



LES RENDEZ-VOUS DU COMTÈ 2025: A big celebration to uncover the secrets of France's first PDO cheese.

The second edition of *LES RENDEZ-VOUS DU COMTÈ* brought the entire Comté PDO together to offer four wonderful days of sharing and discovery around a passion for taste and terroir. Held April 10-13th, the popular event celebrated Comté – and everything that makes Comté – along with those who make it! Farms, fruitières, affinage cellars and affineurs throughout the Jura enthusiastically opened their doors to share their tradition, knowledge and passion with over 6,300 visitors. Over 50 organizations mobilized to create more than 100 activities for adults and children held across the entire sector. Such as meeting milk producers accompanied by their herds, chatting with cheesemakers and refiners surrounded by their work tools and even listening to agricultural high school teachers and trainers alongside their students – there was something for everyone to enjoy! Including environmental lectures, games for children, guided tours, sensory workshops, Comté tastings and of course, fondue!





Iconic Terroirs of Europe: Comté and Côtes du Rhône Final Year at FOOD & WINE Classic!

The 3-year marketing campaign, Iconic Terroirs of Europe: Comté and Côtes du Rhône, is celebrating its third and final year at the FOOD & WINE Classic in Aspen, CO, June 20-22nd. The cornerstone of this European Union (EU) sponsored campaign once again will be their Grand Tasting Exhibitor Booth and Guest Experience at this premier culinary event.

To cap off the occasion they will also host “Comté Cheese and Côtes du Rhône Wines Present: A Sensory Adventure Into Peak Pairings.” This premiere tasting seminar will be led by recognized wine expert Madeline Puckette, who will challenge attendees to take their palettes to the next level. As she will:

- address everything from fundamental taste principles to expert-level pairings;
- reveal her secrets to achieving ultimate wine and cheese harmony;
- demonstrate the magic that takes place when two iconic European PDOs, Côtes du Rhône and Comté, come together.

The seminar will feature a tasting of three different Comtés and four different Côtes du Rhône wines. Additionally, Madeline’s remarks will be complemented by expert insights on wine and cheese from esteemed French specialists: Côtes du Rhône winemaker Nicholas Haeni and Comté farmer JF “Taz” Marmier—both of whom have led seminars at the FOOD & WINE Classic in the past.

Comté Celebrates Jacques Pépin Foundation’s (JPF) 90/90 fundraising campaign at Daniel!

On April 4th, Daniel Restaurant in New York City, held a special dinner for the Jacques Pépin Foundation’s (JPF) 90/90 fundraising campaign to celebrate Jacques’ 90th birthday. Here a ¼ wheel of Comté was displayed for sold out crowd of 120 guests who also received a specific cheese course of Comté with Candied walnuts and raisins bread “Tuiles” and Muscat and Mojave grapes chutney.

