

## **The Hunt Comes to Vermont for a Second Year**

(Waitsfield, Vermont) 7/1/2021 – For the second year in a row the Vermont Cheese Council is running The Hunt – a scavenger hunt for and guide to exploring Vermont’s outdoors, history, arts, and cheeses. The event divides the state into six regions and provides a Hunt Clue Packet for each region. These clue packets guide people to find and do things in the various regions and includes a range of experiences: Hiking or cycling, exploring a sculpture garden or museum, visiting cheesemakers and sampling local cheeses, tasting local products at a winery or apple orchard, exploring historic sites, and more.

“As Vermont reopens, we’re encouraging visitors to use The Hunt as many of our 2020 participants did: As a curated “insiders” travel guide to see and experience the state,” says Marty Mundy, Executive Director of the Vermont Cheese Council. “Many of our recommendations for things to do came directly from our cheesemakers around the state, so it’s a reflection of their experiences and what they like to do or experience themselves”, she adds. Sponsored by cheesemaking organizations including Cabot Creamery Cooperative, Vermont Creamery, and Jasper Hill Farm and with prizes that include cheese from Billings Farm, Cobb Hill Cheese, Consider Bardwell Farm, Grafton Cheese Company, Lazy Lady Farm, Mt. Mansfield Creamery, Shelburne Farm, Stony Pond Farm, Vermont Farmstead Cheese Company, and more – the event comes with a cheesy twist: Clues that encourage you to taste and explore the cheeses from these and the other cheesemakers from around the state and the possibility of winning a free box of Vermont cheeses.

“Where folks are hungry to get away – and this is true for both people in Vermont and from outside the state – The Hunt provides a unique way to visit Vermont and get to know our cheesemakers,” says Zoe Brickley of Jasper Hill Farm, one of the events sponsors. “People like to be able to visit and learn where and how Vermont’s cheeses are made, and this event is an opportunity to do just that while also enjoying all the other things that make Vermont a great place to live and visit.”

Participation in The Hunt is free. The Hunt’s 2021 clue packet has been released as of today - July 1, 2021 – and can be found at the event’s website: [www.vtcheese.com/hunt](http://www.vtcheese.com/hunt). Those who complete any region’s clue packet, which means they have completed 5 of the 10 clues in the packet, can submit their “answers” to qualify to win one of the event’s Vermont cheese prize boxes.

“I grew up in Vermont, and even as a local I still found places I didn’t know about, or had never been to, through The Hunt. I loved that it motivated my family to explore,” says Clay

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Whitney, Specialty Markets Manager for Cabot Creamery Cooperative. “At Cabot, we host the Cabot Farm Trail to encourage folks to visit the farm families across the Northeast who own our cooperative. We sponsor The Hunt because it similarly focuses on experiencing our local dairy farms first hand. When people visit working dairy farms, they experience the impact those working lands have on where we live and like to visit, and then when they purchase Vermont cheese – that all helps sustain that working landscape.”

The Hunt is one of two experiential tools the council uses to connect consumers with Vermont cheesemakers; the other is the Vermont Cheese Trail, which guides consumers to visit the state’s 50+ cheesemakers.

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**Press & Media Resources for The Hunt:** <https://vtcheese.com/huntmedia>

**The Hunt event website:** [www.vtcheese.com/hunt](http://www.vtcheese.com/hunt)

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**About the Vermont Cheese Council:** The Vermont Cheese Council’s mission is to advance the production and image of premier cheese from Vermont by supporting the health, growth and success of the Vermont cheesemaking community. In addition to member programming, it hosts events and outreach programs that help consumers and commercial buyers experience the world class cheeses produced in Vermont first hand.

**Organization website:** [www.vtcheese.com](http://www.vtcheese.com)

**Instagram:** @vtcheese

**Facebook:** @vermontcheesecouncil

**Press Contact:**

Marty Mundy

Vermont Cheese Council

802-451-8564

info@vtcheese.com