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PASTORAL ARTISAN CHEESE, BREAD & WINE Opens Second Chicago Location and Partners with Williams-Sonoma on American Farmstead Cheese Collection

National award-winning Pastoral expands its market — in Chicago and now throughout the U.S.

CHICAGO (September 11, 2007) — Pastoral Artisan Cheese, Bread & Wine will open its second location at 53 East Lake Street in Chicago this month and announces a partnership with acclaimed specialty retailer Williams-Sonoma to create an exclusive collection of handcrafted artisan cheeses from American family farms throughout the U.S. The collection retails for \$69 (three-cheese assortment) and \$99 (deluxe five-cheese assortment) and is available through the Williams-Sonoma catalog and web site only beginning on October 11, 2007.

“Opening our second Chicago location in such a booming downtown neighborhood and partnering with an iconic brand like Williams-Sonoma gives us the opportunity to grow our market on a national level and also expand our local reach in Chicagoland with the new East Loop location’s vast number of recreational destinations and high concentration of businesses, residents and tourists,” said Greg O’Neill, co-founder and proprietor of Pastoral. “While we continue to grow our business and expand our product offerings, we remain committed to making delicious food and wine a fun, approachable, intimate and educational experience for our customers.”

Pastoral’s second location was designed by acclaimed architect Nancy Warren and is double the size of the Broadway location. The new space incorporates special features such as a window-enclosed cheese cave and, in true European style, salami and hams hanging on the wall in an open refrigerated space. Local farm antiques will complement the shop’s décor which features Pastoral’s familiar tin ceiling and more than 67 feet of custom-made millwork. Limited indoor seating will be available, with additional outdoor seating beginning in summer 2008.

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PASTORAL ARTISAN CHEESE, BREAD & WINE Opens Second Chicago Location and Partners with Williams-Sonoma on American Farmstead Cheese Collection / add one

The shop's cheese collection will expand from the current 130 varieties to more than 150 varieties, with an emphasis on rare, high-quality, small production American cheeses in addition to the finest international offerings. Customers will also find more than double the current wine selection, with a focus on small production American wines — many of which are biodynamic or organic — in addition to classics from around the world. This winter, Pastoral will also introduce eight wines by the glass, each representing a different flavor profile. Fromager Daniel Sirko and Sommelier Jan Henrichsen will both continue to work with Pastoral's growing team of cheese, wine and specialty food experts.

In addition to a deeper cheese and wine offering, Pastoral has already expanded its sandwich, salad and cheese-plate-to-go selection at the Broadway shop and will also incorporate these new products at the Lake Street location in addition to paninis and a variety of side salads. Pastoral will grow its day-trip and class offerings in the larger space, and will also continue its exclusive relationship with international award-winning baker, Jory Downer of Bennison's Bakery, who provides more than ten different bread varieties for Pastoral along with a signature baguette.

Expanded catering options, including gourmet sandwich trays, in addition to signature and custom gift baskets and picnics, will be geared towards Loop-area businesses and the rapidly growing residential market.

"While our new, larger store affords us the space and market to expand our product offerings, events and catering opportunities with nearby companies, Pastoral's Broadway location will also continue to grow as our smaller treasure in East Lakeview!" said Ken Miller, co-founder and proprietor of Pastoral.

Pastoral was recently one of six retailers selected by the National Association for the Specialty Food Trade, Inc. (NASFT) to win its national *Outstanding Specialty Food Retailer of 2007* award. Winners were selected based on customer service, ability to introduce customers to exclusive, handcrafted products not found in mainstream grocery stores and efforts to educate staff and customers through samples, demonstrations and classes.

For more information on Pastoral Artisan Cheese, Bread & Wine, visit www.pastoralartisan.com.

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About Pastoral Artisan Cheese, Bread & Wine

Pastoral, a venture of Pastoral Enterprises, LLC, is a European-inspired, authentic neighborhood cheese shop, offering the highest quality fine and artisan cheeses from America and around the world, select small production wines and freshly baked breads along with a full complement of related items such as charcuterie and olives. Pastoral also offers custom gift baskets, gourmet sandwiches and salads, picnics and catering. The company was founded in 2004 in the East Lakeview section of Chicago. For more information or to purchase online, visit www.pastoralartisan.com.

STORE INFORMATION

Pastoral Artisan Cheese, Bread & Wine – East Lakeview

2945 North Broadway
Chicago, Illinois 60657
773-472-4781

Hours:

Tuesday – Friday
11:00 a.m. - 8:00 p.m.

Saturday
11:00 a.m. - 7:00 p.m.

Sunday
11:00 a.m. - 6:00 p.m.

Closed Mondays

Pastoral Artisan Cheese, Bread & Wine – East Loop

53 East Lake Street
Chicago, Illinois 60601
312-658-1250

Hours:

Everyday
10:30 a.m. - 8:00 p.m.

Shop 24/7, 365 days per year at Pastoral's online store: www.pastoralartisan.com