

Inside Trader Joe's Podcast Transcript — Episode 106: Trader Joe's Finds The GOAT – In Wisconsin

[Driving in a car driving. Car passes by. Car engine humming. Light upbeat music in background.]

Tara: All right, Matt. This will be fun. I'll name a competition. You quickly tell me who is the GOAT of each.

Matt: You mean the greatest of all time?

Tara: Exactly.

Matt: I mean, I don't really follow sports all that closely, so I don't know that I really have a strong opinion or even any insights about this.

Tara: That's all right. Let's just see how you do.

Matt: All right, okay.

Tara: Okay. Here we go. Starting with...

[Timer ticking.]

Tara: ...the GOAT of football?

Matt: Brady.

[Ding.]

Tara: Tennis?

Matt: Federer.

[Ding.]

Tara: Hockey?

Matt: Gretzky.

[Ding.]

Tara: Soccer?

Matt: Messi.

[Ding.]

Tara: Basketball?

Matt: Michael Jordan.

Tara: Okay, or it could be LeBron.

Matt: Jordan.

[Ding.]

Tara: How about cheese?

Matt: Goat.

Tara: Yes. Cheese.

Matt: Goat.

Tara: Yeah. What is the GOAT of cheese?

Matt: Goat is the GOAT.

Tara: Oh, oh, oh. Not Brie or Manchego or a really good aged cheddar?

Matt: Goat cheese is the greatest of all time.

[Ding, ding, ding, ding.]

Tara: All right then. Let's goat *Inside Trader Joe's*.

[Theme music begins with two bells at a neighborhood Trader Joe's.]

Tara: I'm Tara Miller, director of words and phrases and clauses.

Matt: And I'm Matt Sloan, the culture and innovation guy at Trader Joe's.

Tara: Our hard hitting investigation of goat cheese takes us to...where else? Boston?

Matt: Of course, because you can actually get a degree in cheese at Boston University. They do have an artist and cheese certificate program.

Tara: That's pretty cool. I was thinking we'd talked to Kim at the Trader Joe's office in Boston about how cheese gets to your neighborhood Trader Joe's.

[Theme music ends. Jet plane flying by. Upbeat music begins.]

Kim: Hi, Tara and Matt. My name is Kim. I am a six-year veteran at Trader Joe's and the category manager for cheese. It's kind of all-encompassing all things cheese.

Tara: So, six years. You're a newbie.

Kim: In the realm of Trader Joe's, yes, I am a newbie.

Tara: (laughs)

Matt: You're like the ultimate cheese monger for Trader Joe's, right? I mean, you basically run this cheese shop business for Trader Joe's.

Kim: That makes me feel really special. (laughs)

Matt: It's a special spot.

Tara: It's a special spot. Cheese holds a very special place at Trader Joe's. When you go into the store, it might not be the biggest section in the store, but there's a lot there.

Kim: There is.

Tara: And it's been something that Trader Joe's is kind of famous for...

Kim: Yeah.

Tara: ...for a really long time.

Kim: Yeah.

Matt: It's like a heritage or a legacy part of the store, and we have such a legacy of selling goat cheese, that we can't even figure out how far back in time it goes. Certainly, more than 30 years.

Tara: Matt and I have been talking sort of behind the scenes for quite a while, "We need to do a goat cheese episode," and that's where you come in.

Kim: You got it.

Tara: I think for a lot of people in the United States, up until the last 15, 20 years, goat cheese was an oddity in the United States. California was always kind of on the cutting edge of the food scene in that way, but for most Americans, like goat cheese.

Matt: It does feel like a very 1980s, California, new cuisine thing.

Tara: I remember the first time I had goat cheese. I was a college student, and my roommate was dating a guy from Germany. He made a salad for lunch, which I thought was very nice of him, and it had goat cheese in it. I'm like, "Oh. I can't eat that." He said, "What do you mean you can't eat that? It's delicious." I was like, "I don't like that." He looked at me and he challenged me. He's, "How do you know you don't like it? You haven't had it." And I felt like a child. I'm like, "Okay, fine. I'll eat it," and I took a bite. I was just like, "Wow. What is that?" And I've been a lover of goat cheese ever since. That was, I think, a turning point actually in my life, where I thought, "Oh. I need to try new foods," because I was not a very adventurous eater, and then I realized, "Oh. Different is probably really good." That was my gateway.

Kim: The one thing with goat cheese that people, particularly Americans, aren't familiar with, that goat is very versatile. When you think chèvre...

Tara: So, chèvre is the soft...

Kim: Well, chèvre is really just the French word for goat, so that's how it all starts. Even though the origin of goat cheese goes back, I think, to 7,000 BC, and the country of origin

is really where you look in different sources is varied, but the French have a longstanding history with goat cheese. Because Americans have adapted a lot of the goat cheesemaking methods from France, we tend to refer to those cheese as a chèvre. There's goat cheddars, which we carry. We have a goat Gouda. You could do it in soft cheeses like Brie. It can be made into mozzarella, in blues. The uses are endless. It's often a cheeseboard cheese. You can slice it and serve it on crackers. You can crumble it and put it in salads, on pizzas and pastas. So, really, anyway you want to use a cow's milk cheese, you can do the same with a goat, so you can make a cheesecake, for example, out of it, or mix it with fruit and spread it onto bagels. Our most popular goat cheese is our Vanilla Blueberry Goat Log. That would be difficult to do in a cow's milk cheese and not have the same aging and kind of liquidation, because the sugars can break down a bit differently.

Tara: It's interesting. I know a lot of people who are "lactose intolerant" or have a milk protein allergy are able to eat goat cheese with no problems at all, because both the sugars and the proteins are different.

Kim: Yeah.

Tara: That's a fascinating thing to me, is it's not cheese or dairy necessarily. It's cow dairy, specifically, that's causing problems for those folk, and I'm sure there are probably people with goat dairy allergies as well. You just don't hear about them so often.

Kim: The proteins in goat milk is very different than that of others. It breaks down easier in the digestive system. It also tends to be lower in fat and calories than cow's milk cheeses, and there's other health benefits. It has higher calcium, higher vitamin B6 and A, higher potassium and niacin than cow's milk cheeses. So, these are some of the unsung qualities, I would say, of goat's milk cheese versus cow's milk and some other dairy based cheeses.

Tara: Okay. Learning things today. From a Trader Joe's perspective, how many goat cheese products do we have?

Kim: We have ten everyday goat cheeses that are purely goat's milk. They're made just with goat milk, and then we have our Greek Feta. Feta is one that, actually, often has goat's milk in it, but there's a mixture of other milks in that one, with sheep's milk cheese too, but ten everyday items. Again, because of the variety of goat cheese and how it mixes well with other ingredients and flavor profiles, we like to bring in seasonal and limited buy items here, so we have a Caramelized Onion Goat Log, which is one of my personal favorites that we bring in for holiday. We have a Cranberry Enrobed Goat Log. Again, we bring that for holiday. We had a spotlight cheese, which is a harder, goat cheese that's from Wisconsin, called Vanilla Cardona®, that we did as a spotlight cheese this year, which is...

Tara: Delicious.

Kim: ...absolutely delicious.

Tara: The tangy flavor of the goat milk really lent itself to pairing with that vanilla really nicely. It was like a little bit of sweetness and earthiness from the vanilla, and the tanginess of the goat cheese, that was really good.

Kim: It's one of my favorites too.

Tara: Yeah. That was a good one. Did people like that?

Kim: They did. Yeah.

Tara: Because we've had it before.

Kim: We have. Spotlight cheeses are items that we bring in just for a one-month period, just to give people an opportunity to try something different that they may not find available anywhere else, or it might be difficult to get.

Tara: So, we have ten everyday goat cheese product in our cheese case. What does that look like from an assortment perspective?

Kim: Five of them are goat logs, so we have our most popular, which is the eight-ounce Blueberry Vanilla Goat Log. We have an eight-and-a-half ounce Silver Goat Log, which is a plain goat log cheese, and then we have five ounce varieties of plain. We have an herb and then a honey. We have a sliced goat cheese, which is a shingle pack that's with our other sliced cheeses, like the cheddars and such. We have a Goat Cheddar and a Goat Gouda. The Goat Cheddar is a domestic item. The Gouda is from the Netherlands.

Tara: Okay, so home of Gouda.

Kim: Home of Gouda (goo-duh).

Tara: Or Gouda (GOW-duh).

Kim: Yeah, or Gouda (GOW-duh), as they say.

Tara: As they might say.

Matt: HOW-dah.

Tara: HOW-dah, yeah, with no hard G. So, you say shingle pack.

Kim: Yep.

Tara: I think for somebody listening, they're like, "What the heck's a shingle pack? Why is there roofing material in my cheese?"

Kim: (laughs) It's just the interesting...

Matt: Jargon.

Tara: Yeah, it's a jargon alert.

[Retail jargon alert sounder.]

Tara: That's just like slices.

Kim: Just slices, yeah. And they're shingled for easy to pull off.

Tara: And that's Sliced Goat Cheese. That's like a cheddar?

Kim: It's more of a mild. It's more of a mild cheese. I think it's a great cheese for sandwiches.

Tara: Or burger.

Kim: Correct.

Tara: It'd be a really good burger cheese.

Kim: It's a great burger cheese, and it melts nicely too. It is a great alternative. The other items we have is a Crumbled Goat, and my personal favorite is the Creamy Goat, which is imported from France. It's in a really fun, unique tub that looks like an upside down sort of triangle or a hexagon type of shape, but it is absolutely delectable.

Tara: Is that container resealable so you can open it up...

Kim: Yes, it is.

Tara: ...and then you can seal it back up?

Kim: And a lot of people use that in place of cream cheese. It's very easily spreadable. It's nice and soft. Some people even use it in place of butter.

Tara: I was thinking that I might try to use that as almost like a pasta sauce. If you fold it into hot pasta, would it melt?

Kim: It would melt, yeah. You could mix it into pasta, and then put crumbled goat over it, and have a dual goat scenario on your pasta. (laughs)

Tara: Double goat.

Kim: Double goat.

[Music transition.]

Tara: Oh. Of the goat cheese that we sell at Trader Joe's, geographically speaking, where is it coming from?

Kim: Majority of it's coming from the Midwest. Wisconsin, specifically. We do source some of the milk from Minnesota, but majority of it is Wisconsin. We have some from California, and then France, and then some limited buys. We've had Canada as well.

Tara: Okay, and then you said we have a Goat Gouda from the Netherlands.

Kim: Oh, in the Netherlands, yes. How did I forget? I was just there.

Tara: I don't know.

Kim: And I'm working on some others. There's some fun peaks under the tent that we're working on, hopefully coming to a Trader Joe's near you soon.

Matt: I would think that, historically speaking, people were probably domesticating goats before cows, and you can raise goats in a wider range of climates and zones. There's probably interesting goat cheese all over the place.

Kim: There is, for sure. (laughs)

Tara: Okay. Kim, thank you for sharing so much of your time. We're going to connect back up with you at a goat cheese supplier, and we can wrap it up and put a nice goatee bow on it.

Kim: Thanks, Tara. Thank you, Matt.

Matt: Thank you. Do you have a list of bad goat puns that you just want to get off your chest, just get them out there?

Kim: (laughs)

Tara: All right. We learned a lot about goat cheese in Boston.

[Jet plane flying by.]

Tara: Now we're headed to Wisconsin.

[Light upbeat music begins.]

Matt: We're in Wisconsin. Why don't we have locals be our tour guides and set the stage? Where are we?

Miles: We're in Reedsburg, Wisconsin today. Pretty centrally located within the state, more south, centrally located, so we're just south of the Wisconsin Dells, America's largest water parks.

Tara: We saw a giant waterpark as we made our way here, but we saw maybe the most giant indoor water park I've ever seen in my whole life. It was a little crazy.

Miles: It would've been part of the Dells.

Tara: We also drove by what was called a mountain with chairlifts and things, and I was like, "That's the smallest mountain I've ever seen."

Miles: Mountains in Wisconsin are little.

Tara: (laughs) Okay.

Miles: It's a big hill.

Tara: Lots of pastureland for cows, and so that brings us to...

Miles: And goats.

Tara: And goats. Would the two of you introduce yourselves?

Miles: Yeah. My name's Miles. I'm the plant manager at this location. Responsible for all the day-to-day operations, from milk receiving, to cheese, cheesemaking, and cheese packaging.

Tara: And how about you?

Aurelian: So, I'm Aurelian. I'm director of operations for the company, but I'm responsible for leading the specialty cheese operations, including goat cheese and other type of products, and you'll notice my French accent.

Tara: Oh, I hadn't noticed that. (laughs)

Aurelian: But I take it very seriously.

Tara: Okay. (laughs)

Matt: As you should.

Tara: As you should. That's important.

Matt: I'm glad you take it so seriously.

Tara: Yeah.

Matt: What is it that made you decide, "I'm going to work with goat cheese"? Like, you were at a fancy party as a kid, and you had a canapé, and you're like, "Man, I need to be involved with this"?

Aurelian: Long story short, I came from France in 2016 to make cheese in the US.

Tara: Were you working in goat cheese in France before?

Aurelian: No. I was working in specialty cheeses in France, but I studied goat cheese processes in the cheesemaker school in France, but my first experience making goat cheese was in the US...

Tara: Okay.

Aurelian: ...here in Wisconsin.

Miles: My path to get here was definitely not an intentional one. I went to school for nutritional science. My summer job was in a cheese plant. It turned into an internship and turned into a full-time position after I graduated, and an opportunity within a goat cheese plant opened up, and one role led to another. It all happened out of just the need to have a little extra beer money for college, if you will.

Tara: (laughs) Beer and cheese go well together, and also joining us today from our Boston mothership...

Kim: Is Kim.

Matt: What is it about Wisconsin and cheese?

[Music transition.]

Miles: The history goes back to some of the original migrants from European countries, a lot of them from German, Swiss, Austrian, French countries, in that area. They brought a lot of their heritage with them, and it refers back to cheesemaking. In the southern part of Wisconsin, there's a very high concentration of small family farms and small family dairies in that area. It's a huge part of Wisconsin's economic structure with all those dairy plants and small family farms. We've made it kind of ours to make quite a variety of cheeses here. I think the cheese crown always goes between California, Wisconsin, New York, and Texas, who's making the most cheese within the US, and I think California oftentimes wears that crown of who makes the most cheese, just by sheer volume, but I think if you looked at it, not just at volume and pounds, if you looked at it from a variety of cheeses, Wisconsin, far and away, outpaces the rest of the states, not just sheer volume.

Matt: And maybe that's a result of the convergence of so many different cultures, who have their own cheesemaking styles, approaches. It's great pastureland. So many dairies. You got to do something with so much milk. Have goats always featured in Wisconsin, or is that a relatively new thing?

Aurelian: Initially, back to the 1980s, the company owners, the bulk of his business was importing goat cheese from France, and he decided to bring a cheesemaker from France and go where milk is, so in Wisconsin, and start to convert some cow farms into goat farms. This is how it started in 1985.

Tara: Does the milk still come from primarily small farms throughout Wisconsin?

Aurelian: Yes. The other age goat per farm is around the 300, 400 goats from about 450 family-owned farms.

Tara: In Wisconsin and throughout other Midwestern states?

Aurelian: Yeah. Wisconsin, Minnesota, Michigan, Iowa, Missouri, Illinois. We receive milk every day.

Tara: That's a lot of farmers who have dedicated their lives to raising goats. That's a big shift in about 40 years.

[Music transition.]

Miles: I know all states have their own regulatory agencies and regulatory bodies that oversee farms, oversee dairy plants, and oversees the dairy industry as a whole, but Wisconsin has a very strong focus, a very strong backing, and very thorough regulations that originally were set for bovine farms, traditional cow's milk farms, but the goat farms play by the same rules.

Tara: When you see Wisconsin on a piece of cheese, it means something. Everyone wants to do the right thing, but being held to a standard is really helpful.

Miles: Yeah, yeah. There's higher expectations within Wisconsin, just like we're the only state that requires cheesemakers to be licensed through a state regulatory body.

Matt: You have milk coming in year round?

Miles: Yes.

Matt: I'm assuming it's Wisconsin. I mean, it's a beautiful day today outside, but it gets cold here. Is summer milk different from fall milk, different from spring milk?

Miles: Yeah. It holds true for cows and goats. There's seasonality to both milk pools. It's more exaggerated within the goat milk pool, and it's just due to the physiology of that animal. They have their kids, as they're called, on different cycles as cows, and the lactation cycles for the goats are different than cows. For the goat, it is really a bell curve, and your high milk volumes are the flush, as we call it, in the early to late spring, and then into summer and as we get heading out of summer and into fall, we start to see the decline again. The feed changes throughout the year. What we see in our winter milk or off-peak milk are a little bit more rich components, so higher fats, higher proteins within the milk. Then, as we get into the flush, it's a little bit more diluted where you have more water content, if you will, in the milk, lower fats, lower proteins, lower total solids in the milks, when the animals are just producing a lot more milk to feed their little baby goats.

Kim: Those variations cause differences in the cheese, flavor, texture, color?

Aurelian: Yes, because the flavor of the cheese is carried by the fat. Our work here is to manage that and level it out. We manage this fluctuation.

Matt: So, you have a more consistent flavor profile across the year's production.

Aurelian: Correct. At least we manage that.

Matt: Sure. I want to break down a myth about goats.

Tara: (laughs)

Matt: Goats will eat anything.

Miles: That's a myth.

Tara: Is it?

Aurelian: I think that's true.

Matt: Whoa, dissent, Aurelian. Okay, hold on. Okay, so take your turn.

Aurelian: I think for the wisest goats, if you see the goat in the mountain climbing on everything and eating bushes and stuff like that, yes, that's true.

Matt: I'm talking like tin cans. There's this crazy thing, like in cartoons, you always see the goat eating a tin can. There's no way that happens.

Miles: That's where my mind was thinking too.

Matt: Yes, yeah.

Tara: (laughs)

Aurelian: The goat here in our farm, they are pretty picky regarding the weather, so when it's too hot, they want to be in the...

Matt: Like, "I didn't bring my jacket. I'm not going to eat"? What's happening? These goats.

Aurelian: Anything can disturb the goat, like somebody they don't know walking through the barn, noise, or the weather change.

Matt: So, they're sensitive.

Aurelian: They're very sensitive.

Matt: Interesting. I would not have thought that.

Aurelian: So, when it's too hot, they go to the barn. When it's too cold, they stay in the barn. When it's right in the middle, they may go outside, but not much, so there's not much opportunities for them to go and graze everything they can find.

Matt: It's like my kids. "You got to go outside." You have to tell them to go outside.

Tara: They are kids.

Matt: That's true.

Aurelian: And they're free to go outside, but most of the time, with the weather swing we have in Wisconsin, you cannot see many goats outside.

Matt: Oh. They would like to be comfortable.

Kim: How long do you hold onto the milk before you begin the cheesemaking process?

Miles: We're making cheese fresh, daily. We hold onto the milk for no more than three days.

Tara: It's fresh stuff, and what we would call fresh goats cheese, so the classic chèvre that our customers buy in a log, and I'm sure that's a traditional presentation of this kind of cheese. What's the process? How do you turn the milk into the cheese?

Miles: For the type of cheese we're making, making chèvre, you could make it at your house. If you went and bought it.

Tara: If I had a goat.

Miles: If you had a goat or you went and bought goat milk from the store, you could absolutely make this product at your house. It's a simple process of bringing, obviously, milk into the plant, pasteurizing that milk, and then putting that pasteurized milk into a vat. We achieve our cheesemaking process, which is traditional for a chèvre, and which is why I say you can make it at your house with some household items. It's an acid-driven process.

Tara: Okay.

Miles: We use cheese cultures that are going to eat the lactose within the milk, produce lactic acid, lower the pH within that milk, and through that lowering of the pH, you get a dilation process, which forms the curd that we have, and it's as simple as milk, cheese cultures, and a little bit of rennet and time.

Tara: Time, you mean...

Miles: So, time after adding cultures to make cheese.

Tara: Okay.

Miles: And it's very simple. After we get the cheese, it gets passed along to the next step of the process to drain whey, and after you drain the whey, you get the firmer, tangy, acidic goat cheese that we're all familiar with.

Matt: But could that become a different style of cheese?

Miles: You start with the end in mind. If we wanted to make a goat cheddar, a goat Brie, or a goat Feta, there's different flavorings, cultures, potentially rennet.

Aurelian: And salt.

Miles: And salt.

Matt: And that's it.

[Music transition.]

Miles: That's why I say you can make this at your house, because it's a very simple process.

Matt: Why would I bother? I would just go to the store.

Tara: Yeah. I would much rather have somebody...

Matt: I wouldn't recommend doing that because it's...

Kim: But when you say it's simple and you can make it at your house, the devil's really in the details of the cheesemaking.

Miles: Yes.

Tara: Yeah.

Kim: Because I'd love to say I can make it at home, but it's never...

Tara: It wouldn't taste like this if I made it at home. It might be simple. That doesn't mean it's easy.

Kim: Right.

Miles: That's a good way to put it. It's simple but not easy. Consistency and quality are very important.

Aurelian: How we modernize and improved our process without changing the core recipe, we optimize every single step in the process so we can make a better product, more product, cheaper product. Maybe I should not say that.

Tara: No, that's okay. We like the word less expensive, as opposed to cheaper, because at least in American English, cheaper sometimes means lesser quality, and you're obviously not doing that. You're trying to improve the quality and the consistency...

Aurelian: Sure.

Tara: ...while making it less expensive.

Kim: The old world style of making cheese, just doing it in a manner where you can really control quality and efficiency, be able to offer this great fresh cheese at a great price.

Tara: Yeah. I'm looking at all of the products.

Miles: The real nice thing about Goat's Milk Chèvre, it's a very good base to take on ingredients. It takes flavorings really well, all the way from sweet to spicy to savory. There's quite unlimited options, so you see a lot of different flavorings in front of you. Some of the more popular ones that you guys carry are the Honey, the Fine Herb, Cranberry, Cinnamon.

Tara: The Blueberry.

Miles: Blueberry Vanilla.

Tara: This one.

Miles: That one's been around for a long time, and it's almost more of a dessert. It's very delicious. You can have something that's very nutritious, very high in protein, also be very sweet tasting like a dessert almost.

[Music transition.]

Tara: Yeah. Goat's milk cheese, it's much tangier than a classic cow's milk cheese, but you still get that tang, but the flavors really come through in every single iteration of a soft goat's milk cheese that we've tried. I think that maybe people who haven't had goat cheese might be a little bit intimidated, "Oh. I don't know if I'll like that," but when you taste it with the Blueberry Vanilla, it's sweet, it's tangy, it's creamy. It's got so much going on, that I'm just like, "I want people to try it." Let's talk about the blueberry.

Miles: We have the Blueberry Vanilla. That item, specifically, has vanilla mixed in with the based cheese. It takes away some of that acidic tang, and it gives it more of a mellow, vanilla undertone that you have, and that's really the intent. Then, the blueberries that it gets rolled in adds that nice sweetness, some of that nice complimentary tartness, so that particular item gets an ingredient mixed into it in a mixer, and then it's extruded out to form the log shape that we're all familiar with, and then it would be hand rolled into blueberries.

Tara: Hand rolled.

Miles: So, anything you see with an inclusion on top of it, cranberry, a blueberry, fine herbs, that's all going to be hand rolled onto the logs. A lot of attention and focus to detail is required from that process to get the uniform coverage that you're used to in those logs.

Tara: Yeah. I didn't know that they were hand rolled. I buy the blueberry one, I buy the fine herbs one. No two will be exactly the same, and I think there's something great about that in a world that's so automated, that these are still being finished by hand. That's really cool information.

Kim: First time I learned that, when I was in shock that it was still all done by hand.

[Music transition.]

Miles: Yeah. I think cheesemaking is a very personal and very artisanal craft, and automation is wonderful in its appropriate applications, but there's still an artisanal aspect of cheesemaking that I don't think this industry will ever completely decouple from.

Matt: Imagining that the log shape came about from some hand-oriented process, like it's like working clay or something, why the log shape to begin with?

Aurelian: I don't have facts for that, but I have thoughts about it. The original goat cheese in France is in the form of a log, and you have a straw, like a hay straw sticking to the middle of that to hold the cheese into the shape, because the curd is so fluffy and gentle, so this is no way you can age it, because it will not hold the shape, so that was probably the easiest, the best shape to hold the format to the end of the aging, because most of the goat cheese in France are aged products. There is not much fresh product. Actually, this type of product doesn't exist in France. Maybe now you start to get some, but all the goat cheese is in a log shape, age with Penicillium like Brie around, and this is how European eat goat cheese.

Tara: The fresh chèvre that we all in America associate as that is how goat cheese exists. That's the most common form of goat cheese. You're saying people don't eat it like this in France?

Aurelian: No.

Tara: Where did this come from?

Aurelian: It comes from the original owners of the family owned company when they grew the goat business. They think about what American would like to eat, what type of goat cheese they would like to eat, and it turned out they think about fresh goat cheese. They added berries, and boom, everything exploded.

Tara: Interesting.

Aurelian: And having family visiting us in the US, I need to fill my fridge, because they will go through all of them because they like it so much. You can actually find it in farms, and this is like hand rolled, and we do not find that in a large grocery store as we find it here in the US. This is still a niche market.

Tara: No, no, US innovating on goat cheese.

Aurelian: Yeah.

Matt: It's bound to happen.

Tara: (laughs) Yeah. Our goat cheese, it's amazing.

[Music transition.]

Tara: It's delicious, but it's such a great value. When I go to other stores and see how much they're charging for basically this same piece of cheese, I'm kind of blown away by it. I want people to know, like if you like goat cheese, Trader Joe's is the place to buy goat cheese. If you don't know if you like goat cheese, it's such a minimal risk, right?

Kim: Right.

Tara: And in fact, there's no risk, because if you buy it and you don't like it, you can just bring it back. We'll help you find something you do. That's what we do. Miles, Aurelian, thank you so much for giving us so much of your time and entertaining our nonsense along the way. We really do appreciate it.

Matt: And please extend our appreciation, and thanks for your whole team, because I know there's a lot of people that are working every single day to make incredible goat cheese happen, so thank you.

Miles: Yep.

Aurelian: You're welcome.

Kim: Thank you.

Tara: Baaye (bleating, laughs).

Kim: That's sheep.

Matt: The bleating of sheep?

Kim: Bleating.

[Driving in a car driving. Car passes by. Car engine humming. Transition to closing music.]

Tara: All right, Matt. I believe you about the Goat.

Matt: I told you. Goat cheese is the greatest of all time.

Tara: Oh. That too, but I meant about Michael Jordan.

Matt: Okay. No offense, cows or LeBron. You're both great.

Tara: Of course. We have lots of other great Trader Joe's products, and we love telling you the stories behind them, so hit that free subscribe or follow button.

Matt: It *is* free and worth every penny.

Tara: Until next time, thanks for listening.

Matt: And thanks for listening.