



Welcome to La Maison du Gruyère!

The demonstration cheese dairy saw the light of day in 1969, in the heart of the village of Pringy, at the foot of the hill of Gruyères and its castle. In May 2000, the demonstration dairy was given a new look and became **La Maison du Gruyère**. Each year it welcomes visitors from around the world wishing to find out about this traditional cheese.

The Maison du Gruyère is a village cheese dairy equipped with a visitors' gallery providing the opportunity of viewing the hand-made production of the cheese "Le Gruyère AOP" and much more...

Twice a day the milk of 30 producers, located within maximum 25 km of the dairy, is delivered to Pringy. The dairy is equipped with 4 4800-litre vats where the magic of the transformation of milk into cheese takes place three or four times a day between 9 am and 2.30 pm. Under the eyes of the visitors, the master cheesemaker produces 48 wheels of Gruyère AOP which are then pressed before being plunged into a salt bath and finally aged in a cellar containing up to 7,000 wheels.

Do you know the history, century-old expertise and the different production stages of a Gruyère AOP? The specifications, with their quality and traceability requirements? The ageing periods and the cellar treatment during its minimum 5 months of ripening? Do you know how much a cheese wheel weighs, how many litres of milk are needed to make it, or what a cow eats and drinks to produce this milk?

The interactive display « **Le Gruyère AOP, Voyage au cœur des sens (Journey to the heart of the senses)** » plays on the five senses to plunge visitors into the world of Gruyère AOP and reveal all its secrets.

The ascent of the cows to the alpine grazing pastures invites you, to the sound of the cowbells, to discover the life of a drop of milk. Typical fragrances such as alpine flora and hay appeal to your nose. These are scents full of images that take you far into the subconscious. Touch claims a small space along the visit: herbs, cowhide, lime, cheese borer and cheese brush, milk churn and so on.

The visual is omnipresent, and numerous images illustrate the different themes. The stages, both of the production over the wood fire in the chalet and the cottage-industry production in the dairy, are presented continuously on videos. In the mountains or in the plain, yesterday or today, the actions remain the same and the know-how is perpetuated!

Thanks to his dexterity and experience, the cheesemaker imparts to Gruyère AOP its particular character and individuality. Between 9 am and 11 am or 12.30 pm and 2.30 pm, **the high point is of course the opportunity of observing the expertise of the cheesemakers** at renneting, draining, placing in the mould or during the various observations of the process which lasts about 2 hours. A tip: between 9 and 10.15 am all the principal phases can be observed on several vats, or between 9.45 and 10.15 am, the draining and placing in the moulds.

The taste buds are not forgotten. It's in tasting the Gruyère AOP at three different stages of ripening that the journey to the heart of the senses finds its fulfilment.

The visit, lasting some 30 to 45 minutes, takes place with headphones, and it's in the company of the friendly cow « Cerise » that one explores the world of Gruyère AOP. The audio information is available in thirteen languages: French, German, English, Italian, Spanish and Japanese, as well as Arabic, Chinese, Hungarian, Polish, Portuguese, Russian and Czech. Written translations are also provided in Albanian, Korean, Finnish, Hebrew, Dutch and Romanian. At the end of the trail, an interactive game in French, German and English allows you to test your newly-acquired knowledge!

A large range of recipes feature Gruyère AOP, and we like to recall that fondue creates good humour. **The Restaurant of La Maison du Gruyère** offers the opportunity of prolonging the experience in tasting numerous dishes with Gruyère AOP as well as typical local dishes, cocktail platters with Gruyère AOP of 4 different degrees of ripeness, menus based on local produce, and menus for groups. A banqueting, seminar or conference room is available for all private events and the restaurant can also be reserved for private functions in the evening.

Le Marché gruérien (Gruyère Market) features the products of our cheesemakers, Gruyère AOP – Vacherin Fribourgeois AOP – Gruyère double cream – dairy butter – milk jam, as well as the main varieties of Swiss and regional cheeses. The local products awaken the taste buds: meringues, bricelets (bretzeli), aniseed cookies, chocolate, Bénichon mustard, cooked wine, salted meats, fresh bread..... crafts and souvenirs, including cookbooks and kitchen articles with the Gruyère AOP stamp.

An original idea for a day on the theme of Gruyère AOP in summer: **Le Sentier des fromageries (the cheese dairy trail)**. Linking the Maison du Gruyère to the alpine cheese dairy of Moléson-sur-Gruyères, two trails (each a 2-hour walk) will take you through green pasturelands, from alpine chalet to alpine chalet, passing by an authentic salting tub, on the trail of our mountain cheesemakers.

The Maison du Gruyère is also the headquarters of the **Interprofession du Gruyère**. Founded on 2 June 1997 in Gruyères, this association brings together the milk producers, cheesemakers and ripeners concerned by Gruyère AOP. Its mission is to promote and manage the product both with respect both to supply and to principles of sale and quality. It is the guardian of the 'Appellation d'Origine Protégée' (protected designation of origin) for this ancestral and traditional cheese. Gruyère obtained its AOC (controlled designation of origin) on 6 July 2001 and its European AOP recognition in December 2011.

Through the centuries Gruyère AOP has forged for itself essential qualities that allow today's consumer to appreciate a cheese with inimitable taste!

The origin of Gruyère AOP and its authenticity are guaranteed. Its production zone covers the cantons of Fribourg, Vaud, Neuchâtel and Jura, as well as certain other Swiss communes. The production conditions are strictly controlled by an independent certification body, and the producers undertake to offer a product of irreproachable quality.

Thanks to the maintenance and durability of man's expertise, Gruyère AOP has succeeded in preserving its typical character and incomparable natural flavour. To qualities that make it the Swiss hard cheese par excellence.

Bon appetit, and above all... never forget the taste of the essential!

<p>Schedules 7/7 : 9 am – 6 pm October to May 9 am – 7 pm June to September Production: between 9 and 11 am Then between 12.30 and 2.30 pm 3 to 4 times a day according to season Restaurant and Market: 7.30 am-6.30 pm (7 pm in summer)</p>	<p>Information and reservations: La Maison du Gruyère Pl. de la Gare 3 CH-1663 Pringy-Gruyères Tel. ++41(0)26 921 84 00 e mail: office@lamaisondugruyere.ch Internet: www.lamaisondugruyere.ch</p>	<p>Access: Car : A12 exit Bulle - H189 Direction Gruyères Train: Bulle – Montbovon Station: Gruyères</p>
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