



Publication date **Thursday, September 05, 2013**

Price **£14.99**

ISBN-13 **9781782431572**

Binding **Hardback**

Format **198 x 129 mm**

Extent **224 pages**

Word Count

Territorial Rights **World**

## The Cheese and I An Englishman's Voyage Through the Land of Fromage

**Matt Feroze**

### Description

Matt Feroze had a rather unusual dream: to become a cheesemonger in the highly competitive French cheese industry. To accomplish this, however, he would have to make huge sacrifices: give up a good job as an accountant in England and say goodbye to his friends and family, moving to a country in which he struggled with the language and knew next to nothing about the profession he wished to enter.

Yet only a year later he was being crowned Champion de France des Fromagers, beating veteran French cheesemongers to the title and opening up a wealth of new opportunities for himself. *The Cheese and I* is the remarkable story of how he pulled off such an incredible feat.

This is the inspirational tale of how an Englishman sacrificed so much to pursue and realize his goal, and proves that, with enough determination, it is possible to achieve anything you desire.

### Sales Points

- The incredible story of an Englishman's life-changing decision to give up his successful life in England to become a cheesemonger in the highly competitive French cheese industry
- Matt Feroze recently became Champion de France des Fromagers, holding off many French veteran cheesemongers to win the competition
- The book explores Matt's background, his love of cheese, early preparations for the move to France, the struggles of entering the cheese industry, adjusting to life in France, the competition and the victory, as well as the opportunities the win has provided
- A heart-warming tale of how a man's sacrifices led to him being able to pursue - and ultimately, capture - his dream

### Reviews

- 'A heart-warming tale of determination and passion that may inspire readers to chase their dreams, or reach for the cheese and crackers' - *France magazine*
- 'How do you say "It's the feel-good food book of the year," en Francais?' - *Culture Cheese magazine*

### Author Biography

Matt Feroze worked as an accountant in London until, in 2011, he gave it up to explore France and his passion for cheese. He learned the cheesemonger's trade in a spell in the country, carving a niche for himself in Lyon's prestigious indoor market. In 2013, Matt won the title of Champion de France des Fromagers. He has now returned to London and lives with his partner Jen.

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