



# 1912 ARTISAN STILTON

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## THE BASICS

|   |                                     |
|---|-------------------------------------|
| <b>MAKE:</b>                            | Crumbly                             |
| <b>SUB MAKE:</b>                        | Curd from a single day              |
| <b>POST-MAKE:</b>                       | Internal (blue) mould               |
| <b>SUB POST-MAKE:</b>                   | Natural rind                        |
| <b>TYPICAL AGE PROFILE:</b>             | 8-14 weeks                          |
| <b>APPROXIMATE WEIGHT(S):</b>           | 8kg. Sold in 150g pre-packed wedges |
| <b>DIMENSIONS:</b>                      | 22.5cm, 25cm                        |
| <b>GEOGRAPHICAL ORIGIN:</b>             | Leicestershire, England             |
| <b>PROTECTED STATUS:</b>                | PDO                                 |
| <b>SPECIES OF MILKING ANIMAL:</b>       | Cow                                 |
| <b>BREED OF COW:</b>                    | Various breeds                      |
| <b>RAW/PASTEURISED MILK:</b>            | Pasteurised                         |
| <b>VEGETARIAN/ANIMAL:</b>               | Vegetarian                          |
| <b>RENNET:</b>                          |                                     |
| <b>COMMONLY ENCOUNTERED VARIATIONS:</b> | White Stilton                       |



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## THE STORY

Named after the year when Long Clawson Dairy first began as a farmers' co-operative, 1912 is a premium Stilton brand, developed to appeal to younger generations of cheese lovers all year round. First launched in 2022, the cheese is made in a different way to Clawson's flagship Stilton (see separate entry). Different starter cultures and mould types are used, while acidity levels and temperatures have been altered during production and maturation. The result is a Stilton that is creamy and not too salty or bitter, so has a wider appeal.

The brand took three years to develop and came in response to falling total Stilton sales.. It was designed to appeal to younger consumers, who were less likely to buy the famous blue cheese. 1912 is positioned as a cheese that can be used in cooking all year round rather than just a cheese for the Christmas cheeseboard. The product's blue recyclable packaging comes with information about provenance and animal welfare, plus a QR code for recipes developed by chef Marco Pierre White. Made at the main dairy in the village of Long Clawson in Leicestershire, 1912 still adheres to the specifications set out in Stilton's PDO.

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## THE CHARACTER

Sold in 150g triangular wedges, the cheese has a flaky texture and milder, creamy flavour with less of the bitter notes sometimes found in Stilton. Savoury, salty and sweet notes can also be detected.

### PERFECT PARTNERS:

Clawson recommends 1912 with cocktails, including an Old Fashioned and a Figgy Gin Sour, as well as for use as an ingredient in recipes, such as Stilton, beetroot and hazelnut canapés, pasta sauces and salads, as well as melted on steaks.

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