

WHAT'S IN A NAME? By Avery Aames aka Daryl Wood Gerber, Author of the Cheese Shop and Cookbook Nook Mysteries

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Do you eat cheese? Have you ever wondered where cheeses get their wonderful names? For my *Cheese Shop Mysteries*, I do a lot of research. I didn't know much about cheese when I started writing the series. I had tasted Cheddar and Monterey Jack, Swiss and American. But then I started tasting a ton of cheeses and reading up on them. Wow, wow, wow! So much to learn and love.

Many cheeses are named after the province where they were created such as: Cheddar from the English village of Cheddar in Somerset England; Gruyère from Gruyères Switzerland; Brie from Brie region in France; et cetera. That all makes sense, right? But nowadays, there are cheese makers in all parts of the globe. Yes, even in Scandinavia and Finland, where they make reindeer cheese, and in Japan, where they make Sakuro cheese, a creamy white cheese with a hint of cherry

leaves. [Sakura means cherry.]

But I digress. What's in a name? What makes someone taste one cheese and not another? A cheese monger's recommendation might be all it takes to get a customer to taste a cheese, but often I taste a cheese because of its name. Some are tantalizing. Tuscan Tartuffo. Say it. It's rich and luscious on the tongue. It's a firm cheese made with tiny specks of dark truffles. Yum! Some are downright fun. There's Fat Bottom Girl cheese from Bleating Heart Cheese. It gets its whimsical name because the cheese maker, who was a novice, didn't flip the cheeses and an asymmetrical shape was the result. She loved it and started cultivating the shape. Beehive Cheese Co. has a selection called Barely

Buzzed. Cute, right? Rogue Creamery, in Oregon, makes one of the most heavenly cheeses I know: Rogue River Blue. That's not a fun name. It tells it like it is. But others Roguer Creamery cheese names include Blue Heaven and Cave Man Blue. Delicious!

So my point...does a name call to you? If you see a cheese with a fun name, does that make you want to taste it? Does that play out in other aspects of your life? A wine? A movie title? Are you the type of reader where a title of a book lures you, too? AS GOUDA AS DEAD is my latest title. Does it make you want to buy it and dive into a tasty story? I hope so.

Savor the mystery!

About the author:

Avery Aames is the pseudonym for Daryl Wood Gerber. As Avery, she writes the nationally bestselling *A Cheese Shop Mystery Series*. The first in the series, *The Long Quiche Goodbye*, won the Agatha Award for best first novel. The series is set in the quaint, fictional town of Providence, Ohio, and features Charlotte Bessette, a feisty cheese shop owner with a colorful extended family.

Daryl writes short stories, the latest, "*Palace on the Lake*" has been nominated for numerous awards, and she had a new mystery series debuting in July 2013, *A Cookbook Nook Mystery series*. It features Jenna Hart, an avid reader, admitted foodie, and owner of a cookbook store in picturesque coastal California.

Prior to her career as a novelist, Daryl wrote screenplays and created the format for the popular TV sitcom *Out of this World*. A fun tidbit for mystery buffs, Daryl was also an actress and co-starred on *Murder, She Wrote*, as well as other TV shows. Daryl is originally from the San Francisco Area and graduated from Stanford University. She loves to cook, read, golf, swim, and garden. She also likes adventure and has been known to jump out of a perfectly good airplane. She has been happily married for over twenty-five years, and she and her husband have a grown son who has flown the coop.

About the New Book:

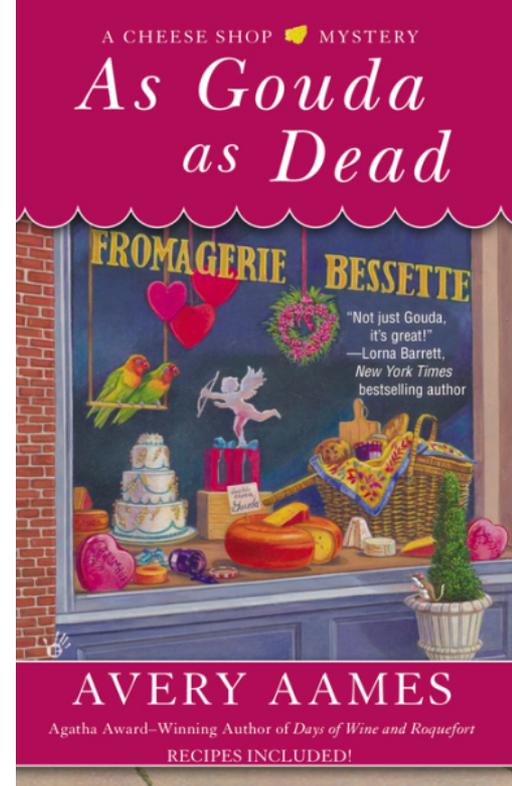
"As Gouda as Dead" Sixth in A Cheese Shop Mystery series

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