

Back in the day, children were delighted throughout the spring and summer to hear the familiar jingle of bells from a distance signaling the approach of the *Good Humor Man*. Mouths watering, we would scramble for whatever pennies we could muster or begin shouting for Mom to beg for money while promising to do chores in return. There was something special about a shiny truck coming down our street just for us. What was more tantalizing was the selection of treats on sticks. This wasn't just any ice cream, this was gourmet. The difficulty was in deciding what to have this time. What's more, the man smiling behind the wheel was patient and kind, dressed in a spotless white suit.

That being said, there is no better time or place to introduce a relatively new business to the Central Coast, located on the picturesque square in downtown Paso Robles. **Vivant Fine Cheese** is offering a one-of-a-kind, mobile cheese tasting room to wholesale cheese buyers in the region.

"Once the buyer enters our mobile tasting room, their senses are aroused by the aroma of gourmet cheese. The experience of tasting and choosing from the wide selection of cheeses on board reminisces of France or Italy where cheese mongers are part of everyday life," says Danika Bowler, Director of Operations. Bowler is a *cheese whiz*, having grown up in Atascadero and graduating from Cal Poly with a dairy science major. She and the **Vivant Fine Cheese** folks represent over 24 years of combined experience. She launched Vivant with principals Robert and Sherry Gilson of Montecito. The Gilsons are owners of the **Cheval Hotel**, a beautiful boutique inn soon to be opened – located just off the square in Paso Robles.

Featuring over 150 cheeses, Vivant has assembled an unrivaled domestic and imported artisan list. The mobile cheese tasting truck presents chefs and wholesale buyers an opportunity to come 'on board' to taste cheese with one of their experts. Winery, restaurant,



## CHEESE ON WHEELS

or fine retailer representatives can choose which cheese compliments their menu and purchase it, cut to size, wrapped, and right off the truck.

Selection ranges from imported artisan French, Spanish, and Italian to domestic farmstead specialty cheeses including a small scale aged sheep's milk cheese, one that is handcrafted at Cal Poly, and Crème Fraîche, made locally in San Luis Obispo County.

Call to set up a wholesale tasting appointment, (805.226.5530) or visit them between **Noon and 6 P.M - Monday through Saturday** at their new retail location at 1032 Pine Street, inside **Dining with Andre**. Vivant is sure to ring the bells of some big kids.

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