

'Perfectly smooth, creamy and full flavoured': Online cheese descriptions

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OVERVIEW

Needs analysis

- Technical writing by non-native speakers
- Fields: Food industry

Corpus-based analysis

- Online cheese descriptions

Rhetorical structure

- Move-step analysis (Swales)

Lexico-grammar

- Model lines
- Recurrent terminology

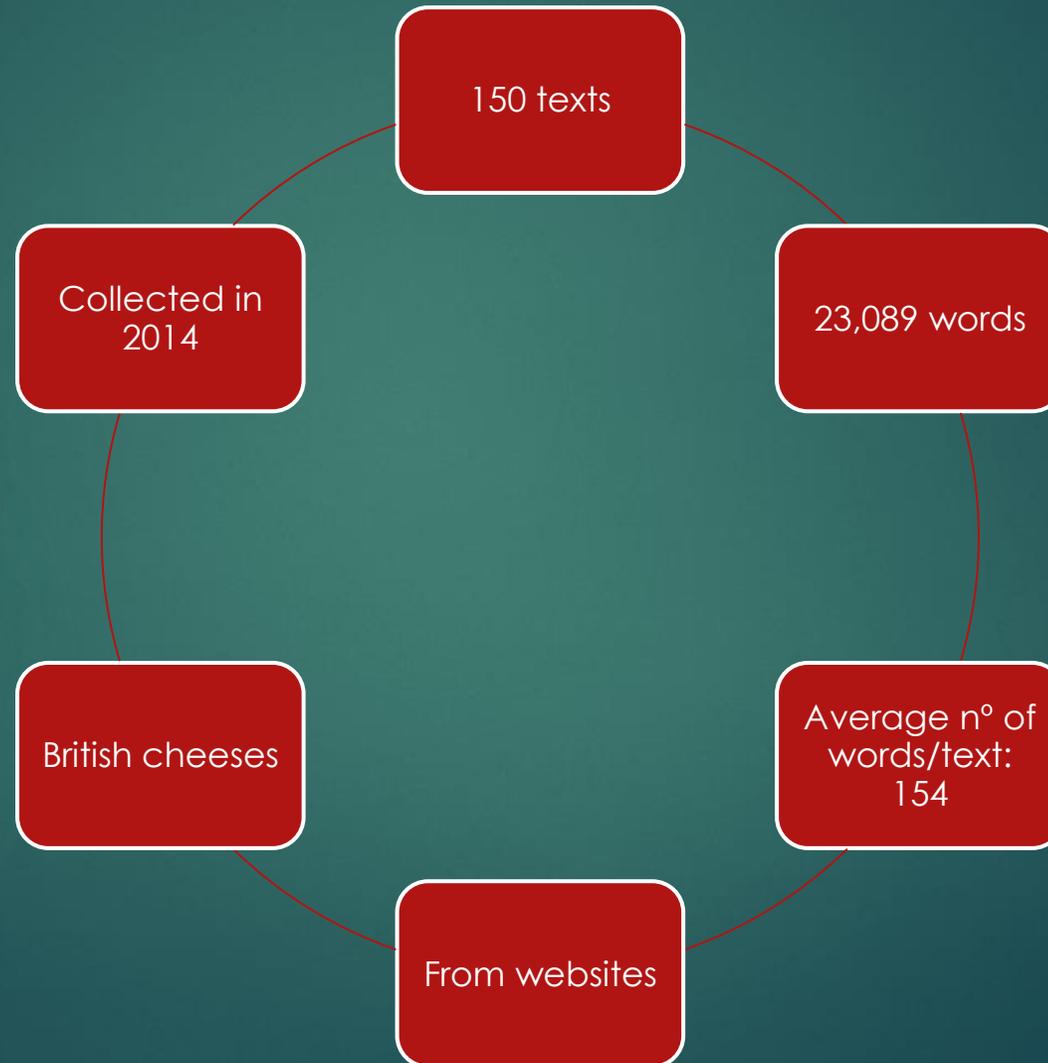
Final application

- Writing tool: Generator

Needs analysis

- ▶ Gap: non-native speakers of English required to produce online cheese descriptions for promotion and sale.
- ▶ ACTRES project - University of León, Spain (<http://actres.unileon.es>) aims at building software for professional writing in a number of different fields.

Corpus: online cheese descriptions



Genre

- ▶ Texts in professional environments : conventions / genre.
- ▶ Genre: “language use in a conventionalized communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution which gives rise to stable structural forms by imposing constraints on the use of lexico-grammatical as well as discoursal resources.” (Bhatia 2004: 23).

Move-step method

- ▶ Move “refers to a section of a text that performs a specific communicative function. Each move not only has its own purpose but also contributes to the overall communicative purpose of the genre” (Biber et al. 2007: 23).

Rhetorical structure I

1. **Move 1: IDENTIFYING THE CHEESE**

- ▶ Step 1: name of the cheese (and PDO)
- ▶ Step 2: name of the company/ manufacturer
- ▶ Step 3: (geographical and historical) provenance

2. **Move 2: SHOWING A PICTURE**

3. **Move 3: DESCRIBING THE PRODUCT**

- ▶ Step 1: characteristics: shape, size, texture, coating and weight
- ▶ Step 2: ingredients: type of milk and rennet used

4. **Move 4: DESCRIBING THE PROCESS**

- ▶ Step 1: preparation
- ▶ Step 2: aging

Rhetorical structure II

5. **Move 5: DESCRIBING THE SMELL AND TASTE**
6. **Move 6: OFFERING SERVING SUGGESTIONS**
 - ▶ Step 1: temperature
 - ▶ Step 2: presentation
 - ▶ Step 3: food-pairing
 - ▶ Step 4: drink-pairing
 - ▶ Step 5: best season
7. **Move 7: SUGGESTING RECIPES**
8. **Move 8: PROVIDING QUALITY ASSURANCE**



[Home](#) > [Our Cheese](#) > [Grandma's Favourite Cheese](#) > Beacon Fell PDO Traditional Creamy Lancashire

Beacon Fell PDO Traditional Creamy Lancashire



[Description](#) [Trade](#) [Reviews](#) [Also Viewed](#)

A wonderfully creamy texture with a clean zingy freshness that wakens up your taste buds and builds to a crescendo of full Lancashire flavour. A very special Award Winning Lancashire cheese awarded a PDO for its authentic taste.

Serving Suggestions

- Best enjoyed at room temperature
- Perfect for a creamy au gratin sauce
- Perfectly smooth, creamy and full flavoured when added to a risotto
- A beautiful compliment to smoked haddock

Recipes

[Grandma Singleton's Beacon Fell and Asparagus Risotto](#)

Grandma's Promise

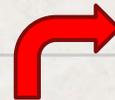
All the cheese produced at Grandma Singletons is made using only locally sourced milk from farms no more than 12 miles (20km) away. Every cheese is hand crafted to the highest quality standards using time honoured traditional methods.



Move 1. Step 1: name.



Move 2. Picture/s



Move 5. Taste/smell



Move 8. quality



Move 6. Step 1: temperature



Move 6. Step 3: food-pairing



Move 7. Recipes



Move 8. Quality

Traditional Swaledale Cheese PDO Waxed 454g



Move 1. Step 1: Name



Price: £7.00
Quantity: 1 Add to Cart



Move 2: Picture



Product Description

Taste profile



Move 5: Taste/smell.

Mild and smooth with a slight tang which is creamy in colour with a soft moist open texture. Available in a natural coloured wax.



Move 3. Step 1: Characteristics

Type of cheese

Hard pressed yet very moist cows milk cheese which is a handmade, farmhouse type. Made using locally sourced milk and vegetarian rennet.



Move 3. Step 2: Ingredients

Provenance

It is thought that cheese making was first brought to the Yorkshire dales in the 11th century by Cistercian monks who arrived from Normandy and settled in the local abbeys. They in turn passed on the cheese making techniques to the local farmers of Swaledale and thus, Swaledale cheese was born. The Reed family has been making Swaledale cheese in Richmond since 1987. The Swaledale recipe and methods are protected and accredited with Protected Designation of Origin (PDO) status. This is recognised world wide and safe guards the future production and quality of one of the dales most cherished treasures.



Move 1. Step 3: Provenance



Move 8: Quality

Best age & season

Available throughout the year due to the readiness of Swaledale cows milk. Best eaten at between 4 and 6 weeks old.



Move 6. Step 5: Season/ age.

Serving suggestions

Cheese and wine are a match made in heaven and which wine you enjoy with which cheese relies a lot on personal preference. Our suggestion for this one is a dry Riesling. The cheese is also a fantastic cooking cheese substituting Reblochon in the classic French cheese stew Tartiflette au Reblochon.



Move 6. Step 4: Drink-pairing



Move 6. Step 3: Food-pairing

Lexico-grammar: Move 1

- ▶ Writing suggestions or model lines
- ▶ Recurrent terminology
- ▶ **Move 1: Identifying the cheese. Step 3: Provenance**

- ▶ Country of origin: *England and United Kingdom*

- ▶ Region: *Buxton, Derbyshire*

- ▶ Provenance

It is thought that cheese making was first brought to the Yorkshire dales in the 11th century by Cistercian monks who arrived from Normandy and settled in the local abbeys. They in turn passed on the cheese making techniques to the local farmers of Swaledale and thus, Swaledale cheese was born. The Reed family has been making Swaledale cheese in Richmond since 1987.

Move 3: Describing the product

▶ Move 3: Step 1: Characteristics

▶ Type: *soft, artisan, blue-veined*

Fat content: *45%*

Texture: *crumbly*

Rind: *natural*

Color: *yellow*

▶ *White* in colour with a *soft moist open* texture; Shaped in *small, round flat cylinders* and coated with a *white rind*, *Bonchester* is made from *unpasteurized Jersey cow's* milk.

▶ Move 3: Step 2: Ingredients

▶ This is made from *full cream milk from the morning milking*, and *skimmed milk from the evening milking*. All the milk is *unpasteurised*, and *vegetarian* rennet is used; *Hard pressed yet moist goats milk cheese* which is a *handmade, farmhouse* type; Made using *locally sourced* milk and *vegetarian* rennet.

Move 4: Describing the process

▶ Move 4: Step 1: Preparation

- ▶ *The cheese is still made in the traditional shape using the traditional method and skills. After the addition of **starter culture** and **rennet** to the milk, the curds are **cut and scalded** at a temperature of **32-35°C** with the whey for **20-30** minutes. The whey is then drained away leaving the curd which is milled and salted. The cheese is then **moulded and mechanically pressed** for up to **5 days**.*

▶ Move 4: Step 2: Aging

- ▶ *The cheese is ready for consumption at around **2 months**.*
- ▶ *It is aged for a minimum of **6 months**.*
- ▶ ***Red Fox** is typically aged for **between 14 and 18 months**.*

Move 5: Describing smell & taste

- ▶ Positive connotation adjectives:
 - ▶ *clean, fresh, sweet, soft, slightly sharp, tangy bite, a full-bodied flavour, rich, mellow, powerful, earthy, almost smoky, etc.*
- ▶ *It has a young, fresh, slightly tangy taste;*
- ▶ *Mild and smooth with a slight tang.*

Move 6: Serving suggestions

▶ Step 1: temperature:

- ▶ *Best enjoyed at room temperature; To eat: If serving on a cheeseboard remove the cheese from the fridge **an hour** before serving, to allow it to come to room temperature and to develop its full texture and flavour.*

▶ Step 2: presentation:

- ▶ ***Stilton** is one of the classic cheeses to include on a cheeseboard; perfect for **a creamy au gratin sauce**; **Malvern** can be served cooked or uncooked; grate and add to **quiches, sauces** or **omelettes**. It is ideal for **serving as part of a cheeseboard**.*

Move 6: Serving suggestions

▶ Step 3: food-pairing:

- ▶ a beautiful complement to *smoked haddock*; Serve with *slices of apple and pear*; A lovely accompaniment to *fresh juicy grapes and crispy apples*.

▶ Step 4: drink-pairing:

- ▶ It is also delicious served after dinner with a glass of *dessert wine or white port*; Enjoy with a *traditional pint of Lancashire bitter or a full bodied glass of red wine*.

▶ Step 5: best season:

- ▶ Best eaten at between *4 and 6 weeks* old; ... is best eaten when *young at 3 or 4 weeks* of age.

Move 7: Suggesting recipes

▶ Usually via hyperlinks:

▶ Recipes: *Grandma Singleton's Vintage Cheddar Cheese & Cauliflower;*

▶ Recipes: *Grandma Singleton's Mild Cheddar Cheese & Smoked Haddock Fishcake.*

Move 8: Providing quality assurance

- ▶ A very special Award Winning **Lancashire** cheese awarded a PDO for its authentic taste;
- ▶ The **Swaledale** recipe and methods are protected and accredited with Protected Designation of Origin (PDO) status. This is recognised world wide and safe guards the future production and quality of one of **the dales** most cherished treasures;
- ▶ All the cheese produced at **Grandma Singletons** is made using only locally sourced milk from farms no more than **12 miles (20km)** away. Every cheese is hand crafted to the highest quality standards using time honoured traditional methods.

CONCLUSION

- ▶ Subgenre: online cheese descriptions.
- ▶ Corpus of authentic material.
- ▶ Analysis:
 - ▶ Rhetoric
 - ▶ Lexico-grammar.
- ▶ Prototype: moves & model lines.
- ▶ Application: tool to assist in writing online cheese descriptions.
- ▶ Potential users: Spanish-speaking professionals in the dairy industry.

That's all!
Thanks for your attention.

