THE PIONEER
In a world of artificial flavoring, preservatives, and pre-packed meals nuked on high for three minutes, it’s reassuring to know that a cheeseburger like The Pioneer exists. A throwback to a time when families grew their own vegetables and hunted their own meat, The Pioneer is fresh, wild, and as natural as the untamed Earth.


WISCONSIN SWISS
No, the moon is not made out of Swiss cheese. However, its surface does bear a striking resemblance to that of this crater-filled, ivory-white cheese. The tradition of making Swiss cheese in 200-pound wheels began in the Middle Ages when cheesemakers were taxed on the number of pieces they produced rather than total weight.

THE FLAVOR: Mellow, buttery, and nutty.

THE PAIRINGS: When it comes to beverages, Swiss is anything but neutral. It plays nice with Riesling, cabernet sauvignon, merlot, and weiss beers.