

# Wine, cheese shop goes international

BY MAX SHOWALTER • MSHOWALTER@JCONLINE.COM • APRIL 26, 2009

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The product line has gotten larger and taken on an international flavor at Main Street Cheese & Wine Cellar in downtown Lafayette.

Owner Ivan Brumbaugh has added shelves full of Italian products, cheeses from Spain, Italy, Germany and Ireland, and more wines.

"We're getting a bigger selection, and we're matching our wines to go along with the cheeses. We're letting people know there's a cheese shop in town," Brumbaugh said.

"With the economic times the way they are, we want to make it so people don't have to say, 'I have to go to Indianapolis for cheese.'"

The store's specialty items include sulfite-free wines, and gluten-free products and mixes, including breads, biscuits, cookies, brownies, pizza crust and cereals.

Jerry Kalal, owner of K. Dees Coffee, a coffee shop and roasting company across Main Street from the cheese and wine store, appreciates what Brumbaugh is trying to do.

"The people of Lafayette -- when they like a place they like it. But they appreciate when you spice things up a little bit," he said.

Among the more unusual items Brumbaugh's store offers are the peach and raspberry-flavored wine slushies.

Vegetables, flowers and other items that Brumbaugh sells seasonally at farmers markets in Lafayette and West Lafayette now can be purchased year-round on the store's new Web site [👁](#).

Brumbaugh also offers his in-store customers an opportunity to help local charities while making their purchases.

- Sandwich cards are sold for \$2, with the money going to the American Red Cross. When a customer has eight sandwiches stamped on the card, he qualifies for \$8 worth of free food.
- Curds Club cards also are sold for \$2, with the money donated to the Breakfast Optimist Club. Customers qualify for \$8 worth of cheese from Fair Oaks Dairy after they purchase a specific amount of cheese curds.

Brumbaugh recently returned from attending a 2 1/2-day retail "boot camp" in Colorado conducted by marketing consultant Jon Schallert. The seminar was titled "How to Make Your Business a Consumer Destination."

"What he teaches people is, if it's not broken -- break it. Look at what people want," said Brumbaugh, who opened Main Street Cheese & Wine Cellar in 2006.

"People can come in and feel special when they shop. When our customers leave I want them to talk about how much fun they had."

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#### **DOWNTOWN AND ON THE WEB**

Main Street Cheese & Wine Cellar is at 1005 Main St. in Lafayette.

It is open Monday through Saturday from 10 a.m. to 6 p.m., and Sundays from 9 a.m. to 2 p.m.

More information is available online at [www.mainstreetcheese.com](http://www.mainstreetcheese.com) or by calling (765) 742-4793.