

THE BEST PLACES YOU'VE NEVER HEARD OF

## Scouting Report 2007

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*We asked 10 people who explore for a living to reveal the places they've recently "discovered"—in other words, the best places you've never heard of (and, frankly, neither had we). Go now, before the rest of the world catches up.*

by Kate Appleton, David LaHuta, Laura MacNeill, Sean O'Neill, Erik Torkells, and Brad Tuttle | September 2007 issue

### JURA REGION, FRANCE

**Mo Frechette:** Founder of Zingerman's Mail Order, which sells artisanal food from all around the globe ([zingermans.com](http://zingermans.com))

As the founder of the Zingerman's mail-order catalogue and website—entities within the Ann Arbor-based gourmet-food juggernaut—Mo Frechette is constantly on the lookout for artisanal food. Frechette combines visits to international trade shows with pilgrimages to farms in the surrounding countryside. "My trips usually involve long drives and a lot of getting lost," Frechette admits.

One of his favorite revelations was on a cheese mission in the oft-overlooked Jura region in eastern France, about an hour's drive from Geneva. "It's sort of like Wisconsin crossed with Switzerland," Frechette says. "There are almost 200 different creameries making the main cheese of the region, Comté. And not many tourists." Frechette stayed in the town of Jougne ("in the middle of things, cheese-wise"), stopped by the cheese and wine shops in nearby villages like Les Hôpitaux-Vieux, and visited local cheese makers. The **Fromagerie Marcel Petite** at Fort de St.-Antoine particularly impressed him: "It's a giant underground fort built in the 1800s, now used to store some 60,000 wheels of Comté—there's almost nothing I've ever seen like it. Plus, the cheese is fantastic."

**How to get there:** Hôtel La Couronne, 6 rue de l'Église, Jougne, 011-33/3-81-49-10-50, from \$81; Fruitière des Hôpitaux-Vieux, 2 place de la Mairie, Les Hôpitaux-Vieux, 011-33/3-81-49-12-44; Fromagerie Marcel Petite, Fort de St.-Antoine, [comte-petite.com](http://comte-petite.com), tours on Thursday \$7.50, reserve with the tourism office at the Vallée des Deux Lacs, 011-33/3-81-69-31-21.

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The Jura region of France (Jörg Brockmann)

### THE BEST PLACES YOU'VE NEVER HEARD OF

- Castelmezzano, Italy
- Caraiva, Brazil
- Baranja Region, Croatia
- Estacada, United States
- Yirgalem, Ethiopia
- Wroclaw, Poland
- Puerto Angel, Mexico
- Jura Region, France
- Jomsom, Nepal
- Sangkhla Buri, Thailand