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GET CHEESY AT 5OZ. FACTORY

SANDWICH MELTS AND FROZEN CUSTARD

By Liz Grossman



Wisconsin. You've either flown over it, or (if you're lucky) it calls up fuzzy football memories involving badgers, cheese curds, and [beer](#).

After nine years of serious Dairyland cravings, Manhattanite Daniel Schuman has brought the best of his home state to the West Village with 5oz. Factory.

A year's worth of lactose-curious visits to Wisconsin farms as well as micro cheesemakers and custard shops (approximately fifteen of the best around the country) inspired the menu: Tuna, short rib, and prosciutto-and-honey jam melts ooze with his finds, such as Carr Valley Mobay and Emmi Roth Gruyere.



The Midwestern-style frozen custard (vanilla, chocolate, espresso, and caramel) is enough to make you swear off soft-serve. Made with Wisconsin milk, it's thicker, silkier, and generally creamier than ice cream (thanks to egg yolks in addition to sugar and cream) and comes in cones, shakes, or (eventually) atop Belgian waffles.

Once the liquor license kicks in, get your Laverne and Shirley on with PBR and other Wisco brews.

It's one spot you'd be a fool to fly over.

5oz. Factory, 24 West 8th Street, between MacDougal Street and Fifth Avenue (212-777-6455 or 5ozfactory.com).

Photos: Stephanie Stanley / DailyCandy