



Curdle

which is sold in specialty shops all over New York City and at East Coast Whole Foods Markets. Although skyr is a regular on Icelandic grocery lists, Siggi's Skyr has found favor among the upper echelons of epicurea in the US, including a permanent perch in the fridge of superstar chef Thomas Keller's Per Se, one of only five restaurants in the US with three Michelin stars. With atypical flavors like pear and mint, pom and passion, and orange and ginger, Hilmarsson's recipe, beginning with farmhouse milk and sweetened with agave syrup, immediately won over the persnickety palates of New Yorkers. Although his dalliance into the dairy world is paying off, Hilmarsson has no plans for other ventures right now. So don't look out for Baejarins Beztu lamb-dogs in Times Square. But do sample the cream of Siggi's crop. **•**

Also at Dean & DeLuca, Eli's Manhattan, Stinky's Cheese, Marlow & Sons and skyr.com.

the

Rock

Back in 2004, after two years in America, Siggi Hilmarsson began keeping his clotted homesickness in seeping bags of cheesecloth slung inside the icebox of his Manhattan apartment. Some boys need their mothers. Others need their childhood friends. Icelandic boys need their native yogurt: *skyr*. "I missed the consistency and texture," Hilmarsson pines. "I just love yogurt." A staple of the nation's diet since the 11th century, with a per capita consumption of ten liters a year, this thicker,

tarter version of standard yogurt became more than Hilmarsson's wistful solace. After getting the recipe from his mother back in Iceland and performing countless taste tests with anyone who set foot in his home, the 31-year-old entrepreneur took a finished version of his skyr to a fellow dairy disciple at one of New York's most renowned specialty shops, Murray's Cheese in Greenwich Village. The cheeseheads fell for his subtly sweet, creamy concoction and almost overnight New Yorkers saw the birth of a yogurt nonpareil.

After quitting his job as a Wall Street consultant and partnering with a family-run dairy in upstate New York, Hilmarsson now produces between 10,000 and 20,000 cups of Siggi's Skyr a month,

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PHOTO BY HANNAH WHITAKER