



CHEESE EDUCATION

FOR STAFF AND CUSTOMERS

French Cheese Tasting



Our cheese classes are designed to **INCREASE SALES**. They enable sales reps, cheese department associates and customers to know all about our cheeses. **Your staff** will develop pertinent strategies based on a more comprehensive product knowledge. **Your customers** will buy more the cheeses they have discovered and they will recommend them to their friends.

TRAINING PLUS

- ✓ CUSTOM-MADE WORKSHOP
- ✓ FREE
- ✓ ON-SITE
- ✓ TIPS TO SELL MORE CHEESES

We will provide:

- ★ An easy guide on “cheese language”, “Cheese History, terroir and wine pairing” and recipes
- ★ Ability to comfortably present the cheeses and help the sales of more cheeses



Power point projection with FREE tastings

virtual tour of the dairies

The collage includes several slides:

- CHEESE SCHOOL** logo and 'FRENCH CHEESE CLUB' text.
- TERROIR TASTE OF THE LAND** slide with a map of France divided into regions.
- French Cheese Club** slide with 'French Cheeses to Boldly Devote' and 'C'est la Vie'.
- Cows & Apple trees** slide with a photo of cows in a field.
- Four Normandy PDO** slide with a photo of cheese wheels.
- Grandpierre** slide with a photo of a cheese wheel.
- Camembert aux Choux** slide with a photo of a cheese wheel and text: 'Camembert aux Choux (from 2000 to 2010)'. 'Grandpierre' logo.
- Caillé au Grandpierre** slide with a photo of a cheese wheel and text: 'Caillé au Grandpierre (from 2000 to 2010)'. 'Grandpierre' logo.