



Private Professional Development Program

One day program incorporating the following elements:

- Deepened sensory analysis training
- Understanding the families of cheese via make styles and comparative tasting
- Consultative and cross-selling practice based on product knowledge, sensory analysis training, and understanding of families of cheese via make styles.

Components:

- **Theory:**
 - Powerpoints and explanation of principles and best practices in each topic area listed below
- **Practical:**
 - Multiple vertical **tastings** to enhance sensory analysis skills, reinforce product knowledge, and contextualize products for better cross-selling
 - **Role-Playing** of sales to develop concise and precise vocabulary to describe cheeses effectively to customers, and to practice introducing clients to a new cheese similar to a familiar favorite.
 - **Practical** exercises such as wrapping cheese, establishing tasting order to enhance skills needed on a daily basis when working with customers.

DAILY PROGRAM

9am (15 min)	Introduction of Academie Opus Caseus
9:15 (20 min)	Theory: Brief overview of milk production and preparing milk for cheesemaking
9:40 (20 min)	Introduction of make process for fresh cheeses (include photos of fresh cheeses from client's product line in powerpoint; client to supply)
10:00 (20 min)	Sensory Analysis principles
10:20 (20 min)	First tasting: fresh, unripened cheeses (Client to determine cheeses to be used, and to provide product.)
10:40 (20 min)	Exercise: describe sensory analysis
11:00 (15 min)	Theory: Discussing Cheese (vocabulary of a cheese professional, validating the client)
11: 15 (15 min)	Introduction of history/ make process for bloomy/geotrichum cheeses
11:30 (20 min)	Second tasting: Bloomy/geotrichum cheeses
11:50 (20 min)	Exercise: Role playing of sales, basic (using a random selection of cheese, build a sales argument in 3 sentences)
12:10 (20 min)	Theory: Discussion of pairing cheese with wine and beer
12: 30 (15 min)	Introduction of history/make/affinage process for washed rind cheese
12:45 (20 min)	Third tasting: washed rind cheeses
1: 05 (15 min)	Exercise: predict and test what cheeses will marry best with what pairing elements (food/wine/beer)
1:20 (30 min)	Lunch break (salad and fruit, perhaps soup, no dairy)
1:50 (15 min)	Introduction of history/make/affinage process for blue cheese
2:05 (20 min)	Sixth tasting: Blue cheeses
2:25 (20 min)	Exercise: determine the tasting order from a vertical selection of blue cheeses, and justify using sensory analysis.
2:45 (10 min)	Theory: Review of wrapping cheese
2:55 (20 min)	Practice: wrapping cheese (using wooden forms, cheese boxes, and possibly real cheese)
3:15 (15 min)	Introduction of history/ make process/affinage process for pressed, uncooked cheese
3:30 (20 min)	Fourth tasting: Pressed, uncooked cheeses
3:50 (20 min)	Exercise: respond to a client's demand (given three different constraints/questions/circumstances, propose appropriate selection)
4:10 (20 min)	Theory: Fat content in cheese, basic nutrition points, raw vs pasteurized
4:30 (5 min)	Exercise: calculating fat content
4:35 (15 min)	Introduction of history/ make /affinage process for cooked, pressed cheese
4:55 (20 min)	Fifth tasting: PPC
5:15 (20 min)	Theory: hygiene basics
5: 35 (15 min)	Theory: review of families of cheese
6:00	Dismissal