

Solutions for the Cheese Case

Fond O'Foods (www.fondofoods.com)

Owner Birgit Bernhard says that Fond O'Foods (a relatively new and small importer of fine, artisanal cheeses from Germany) provides recipes "you can be fond of" in a unique, fun, and artful design. They also inspire seasonal themes, such as "Celebrate 4th of July with the Bonifaz yogurt red-white-and-blue treat (Bonifaz with live active yogurt cultures plus raspberry plus blueberry); refreshingly unique, fun, and good for you!" Fond O'Foods also encourages and supports sampling and cross-merchandising which brings fun and excitement to different departments while connecting them together. They also believe passionately in educating their customers about their "foods you can be fond of."

Fromagerie Henri Hutin (www.fromagerie-hutin.fr)

Fromagerie Henri Hutin doesn't work directly with retailers, but they discuss with their distributors how best to promote the Henri Hutin cheeses on the retail level. In addition to store demos and free sampling, they find that the best way to promote their French cheeses is by telling the consumer how and on what occasion to use those



cheeses. They include recipe booklets, with easy to prepare snacks and meals, placed in each shipping case to be put on display by the store personnel. Recipes are also offered on their

Web site. They have participated in promotions in which retailers can win a trip to SIAL (with either spouses or cheese counter personnel) or an all-expense paid trip to Paris during their "April in Paris" promotion. One of their favorite promotions is really very simple. They have high-quality T-shirts made up with either the Henri Hutin logo or pictures of the product which, along with baseball caps, are given to store counter staff. Because the T-shirts are always attractively designed, the staff is eager to wear them, thus providing good exposure in the store to anyone visiting the cheese department.

Fromartharie (www.fromartharie.com)

Fromartharie employs numerous consumer collateral — including usage tips, product romance and theme POS — to initiate product trial and support their promotional initiatives. The people at Fromartharie believe, however, that the tactics that consistently deliver strong volume sales are their product displays — both outside of refrigeration (depending on the product, the location and the individual chain's policy) and inside the cheese case.

Grana Padano (www.granapadano.com)

When you are charged with promoting a venerable product like