



**PRESS RELEASE**  
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FOR IMMEDIATE RELEASE

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## **DBIC to Present Fundamentals of Cheese Distribution Seminars in May**

MADISON, Wis. – Specialty cheese companies interested in increasing sales and improving buyer relationships should plan to register now for one of two upcoming seminars sponsored by the Dairy Business Innovation Center.

The DBIC will present “Fundamentals of Cheese Distribution: How to Gain and Retain Distribution of Specialty & Artisan Cheese” at two seminars in May. The events are open to all dairy companies and will be held on May 19 in Madison and May 20 in River Falls. Cost is \$75 to attend. Registration is due May 12.

Participants will be the first in the industry to view an interactive DVD, featuring more than 25 national retailers, distributors, chefs and cheese marketers, all who graciously sat down with the DBIC on camera and provided detailed answers on how to:

- Prepare for initial contacts with a retailer, distributor or foodservice operation
- What to consider when designing or updating cheese packaging
- Who makes the buying decision and what criteria they use
- What types of in-store merchandising support are effective and why
- Critiques of cheese labeling and packaging

“Whether you’re an experienced cheese marketer or at the initial stages of creating a specialty cheese, we think you’ll gain valuable insights that will help you avoid the most common and costly mistakes of introducing or expanding distribution of your product,” said Andrea Neu, DBIC Client Brand Positioning Director.

Companies interested in purchasing a copy of the Fundamentals of Cheese Distribution DVD, produced by the DBIC, will be required to attend either one of the seminars, or sign up for one-on-one training. Participants will have the option at the end of each seminar to purchase the DVD for an additional \$75. Optional one-on-one training, including the DVD, will cost \$500.

Pre-registration is required for both seminars. The May 19 seminar in Madison will be held at the Wisconsin Department of Agriculture at 2811 Agriculture Drive from 8:30 a.m. to Noon. The May 20 seminar in River Falls will be held on the UW River Falls campus from 1 to 4:30 p.m. To register, contact Kathy Brown, DBIC, 888-623-2269 or email [planningoptions@charter.net](mailto:planningoptions@charter.net).

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*The Dairy Business Innovation Center offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit [www.dbicusa.org](http://www.dbicusa.org) or contact Jeanne Carpenter, 608-358-7837.*