



“MONS EXPERIENCE”

FOR CHEESE AFFINAGE AND SALES



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Tour of MONS FROMAGER AFFINEUR's facilities (Saint Haon le Châtel, France) to see and experience first-hand the working methods of Mons as a cheese affineur and supplier.

FOR

Cheesemakers and specialised cheese shops with previous experience

OBJECTIVES

- To master the principles of cheese affinage
- To master the principles of retail management
- To set up organisational tools
- Team management
- To display dairy products and cheese in an attractive way
- To implement suitable sales events

PROGRAMME

- Application of affinage techniques
- Cheese handling: storage and ageing in the cheese factory
- Cheese boards, tasting workshops Sensory analysis sessions
- Management tools: inventory, sales price calculations, margin calculations, staff planning
- Staff management and customer services

ORGANISATION

Educational and technical resources:

- Training support documents
- Theoretical presentations
- Practical workshops: affinage experience in the MONS facilities and sensory analysis sessions



Duration:

2 days



Taught by:

Laurent MONS

Translation and assistance by

Malen Sarasua

(Head of the Leartiker Dairy Centre)



Enrolment:

1.500€



Places

6



Dates

28 & 29 November

