

# THE TASTE OF WISCONSIN CHEESE

Wisconsin is home to some of the most awarded cheeses and most experienced cheesemakers in the world, and now we're bringing the world of Wisconsin specialty cheese to life for your customers with a unique sampling event featuring a 7-foot long replica of the World's Largest Cheeseboard.



## WHY WISCONSIN CHEESE?

- **175** years of cheesemaking experience
- **1,200** licensed cheesemakers
- **600+** varieties of cheese
- **5,500** awards won by our cheesemakers
- **1 of only 2** Master Cheesemaker programs in the world

## WHAT'S IN IT FOR YOU?

- Increase store traffic and sales
- Bring in valuable customers with the cheeses they love
- Create a visually arresting, newsworthy experience
- Showcase and sell other store items that pair well with your cheese



WE'LL PROVIDE YOU WITH EVERYTHING YOU NEED TO BRING  
**THE TASTE OF WISCONSIN CHEESE**  
TO YOUR CUSTOMERS FOR EVENTS LIKE GRAND OPENINGS,  
CHEESE FESTS AND SO MUCH MORE!



### WHAT'S INSIDE THE KIT

- A complete guide on how to bring the event to life
- Modular cheeseboard (7 ft.)
- Cheese identification cards
- Branded tablescape elements
- Display materials
  - Hand-painted slate boards
  - Wooden faux cheese wheels\*
  - Wooden crates (to build height)\*
- Marketing Kit
  - In-store signage
  - Price feature ad
  - Digital assets
  - Social media posts
  - Press release
- Signage to stir excitement around your store

### HOW WE'LL HELP

- Planning and scheduling
- Delivering all necessary supplies
- Facilitating conversations with Wisconsin cheesemakers
- Providing social media assets to promote event online

### WHAT WE NEED FROM YOU

- Wisconsin cheese and accoutrements
- Staff to facilitate event
- 7 ft. long table
- Garbage can
- Table skirt
- Serving items
- Mason jars
- Small bowls
- Parchment paper
- Cheese wheel centerpiece

\*Additional crates and wheels will be available to order through your RMM

## LET'S GET STARTED!

This event can be part of your year-long Wisconsin cheese strategy. Talk to your RMM to schedule your Taste of Wisconsin Cheese event or visit [WisconsinCheeseTools.com](https://WisconsinCheeseTools.com)

