

“I don't know what it is you do to our people, but keep it up. They come back full of enthusiasm and **the effect on sales is incredible.**”

This comment was recently made by a farm shop owner who regularly sends her staff on the UK Cheese Guild Training course. For more than 15 years, this most enjoyable and professionally recognised programme has helped increase cheese sales in delicatessens, farm shops, food halls and supermarkets.

**Who should attend these one day seminars?**

- Deli Owners
- Farm Shop Owners
- Trainee Buyers
- All cheese counter staff - whether experienced or junior
- Anyone working with cheese in a retail environment

**What will you learn**

- The five golden rules for increasing cheese sales
- How to select the best cheeses and create the best counter
- How to avoid bad quality cheese
- How to sell proactively rather than reactively

**Five good reasons why you and all your staff should attend**

- Improve cheese quality
- Reduce stock wastage
- Reduce staff turnover and increase motivation
- Create better customer loyalty
- Increase sales

**PLUS**

**Learn how to create a genuine shopping experience for customers - one that brings them back time and again.**

**All this for just £60 plus vat (£70.50) for members of The Guild of Fine Food and for non-members the cost is £85 plus vat (£99.88).**

\*NB: Unfortunately we have had to introduce a surcharge of £10 plus vat (£11.75) for London training dates due to higher venue costs.



**Book early as places are limited**

- Thurs Feb 18 - **LONDON\***
- Tues Mar 16 - **WINCANTON, SOMERSET**
- Tues Apr 13 - **STOCKPORT, MANCHESTER**
- Tues Apr 27 - **GLASGOW**
- Weds July 7 - **YORK**

**Either complete the form below or download an application form from our website:**

[www.finefoodworld.co.uk](http://www.finefoodworld.co.uk)

**Queries - please call us on 01963 824464 or email [linda.farrand@finefoodworld.co.uk](mailto:linda.farrand@finefoodworld.co.uk)**

Please enrol me on The UK Cheese Guild Training Course. I understand my enrolment entitles me to the workbook, the day's training seminar and all follow up resources.

**I would like to attend the training day at: \_\_\_\_\_ on \_\_\_\_\_**

Full Name: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

**Employment Details**

Name of employer: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Website: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please make cheques payable to **The Guild of Fine Food** and return to:  
The United Kingdom Cheese Guild, Guild House, Station Road, Wincanton, Somerset BA9 9FE.

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