



# Mons Cheese Retail Training Cheesemonger Fundamentals

Join Cheese experts Emma Young and Laurent Mons on a week long course to improve and perfect your skills as a cheesemonger. Emma and Laurent will be teaching a mixture of practical and theoretical information in situ at the Mons Fromager Affineur Caves, Tunnel, classroom & shops. All course content will be taught in or translated into English.



## Laurent Mons

Mons Formation founder and Director Laurent Mons developed this curriculum as well as the curriculum for the French National Centre de Formation des Produits Laitiers (the French National Dairy Products Training Centre) taught in professional hospitality schools. As the owner of 3 Mons shops and trainer for many large retailers and all Mons staff, his expansive experience in retail is practical as well as theoretical.



## Emma Young

Emma is a cheese consultant and author based in the UK. She is also known online as 'The Cheese Explorer'. Her career started in cheese retail and this passion for selling cheese continues to this day where as a consultant she trains businesses in the UK and across the globe in countries such as Bermuda & Saudi Arabia. Her practical skills and methodology make her the perfect pairing to Laurent and you are bound to have a lot of fun with them too!



## Who is this Course for?

This course is designed for;

- Cheesemongers who have recently started their journey in cheese
- Retailers who would like to fine tune their knowledge of both theoretical and practical cheesemongering
- Those who are thinking about starting a career in retailing cheese



# Course Content

The course will cover practical, theoretical and live training in the working Mons business. A little more about the topics you will cover lie below.



## **Cheese 101 & Sensory Analysis**

To fully understand how to sell cheese, you must know what it is, how it is made, how to taste it and how to describe it to your customers. This section will cover the families of cheese, cheesemaking, milk production, how to taste & how to use the correct vocabulary in your customer interactions.



## **Cutting, Wrapping & Techniques**

You may have the best cheese in your counter, but in order for it to sell, you must know how to cut it in the correct way and to wrap and display professionally. Laurent & Emma are two of the best in the cheese industry for this, offering a unique experience for a small group of students. You will learn the best ways to cut small pieces, full wheels and how to wrap cheeses.



## **Cheese Shop Fundamentals & Display**

Once you have learnt the techniques of cutting and wrapping, you will then be given the task of setting up the display from scratch in a Mons shop on a working day. In the classroom you will learn about merchandising, retail skills & best practises.



## **HACCP & Affinage basic concepts**

The course will cover the basic principals of HACCP & Hygiene & as your residency is at a specialist affineur, you will learn the basic concepts of affinage which you will see live whilst visiting the Mons cheese maturing rooms and tunnel.





# Practical Information



**Date:** 24th - 28th June 2024

- Application deadline: May 27, 2024
- Arrival date: June 23

**Location:** All courses are offered at Mons Fromager-Affineur's headquarters, in Saint-Haon-le-Châtel, France

**Course length:** One week residency 5 days of training (40 hours)

**Class Size:** Maximum of 6 students

**Tuition fee:** €2800, includes lodging, breakfasts and lunches, and ground transportation during the program. 20% due on enrolment to confirm your place.



To apply, or if you have any further questions about the course or the next steps involved, please email [emma@thecheeseexplorer.com](mailto:emma@thecheeseexplorer.com)

Guidance on travel and accommodation plus full joining instructions will be sent automatically on enrolment.