



Mons Cheese Retail Training

Big Cheese

Join Cheese experts Emma Young and Laurent Mons on a week long course to learn what is involved in managing your current or future cheese business. 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 are advancing their journey in cheese
- Those who are moving into a managerial role or looking to open their own cheese shop



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.



Retail Management, Systems & Equipment

Under the guidance of Laurent & Emma you will discuss the different ways of running and managing your current or future cheese business. They will give recommendations on management systems, staffing and equipment.



Inventory, Stock, Margin Calculations

As cheese is a perishable product, it is imperative that is not only cared for on the cheese counter but backstage also. You will learn about systems for checking in cheeses, storing and categorising, and how to effectively keep on top of and on track with stock. You will also look at pricing, margin calculations & what to factor in with your individual sites.



Sensory Analysis & Pairing Cheese

In order to train your staff on the best way to sell cheese you must be able and comfortable to do it yourself. To increase basket sizes in your shops, it is important to recommend additional products if you sell them and you will cover the principles of pairing with a visit to a winery closeby.



Cleaning Protocols, Recalls, Troubleshooting

As a manager, you need to preempt and prevent issues as well as learn how to work through them should they arise. This section will cover both preventative measures as well as advice on what to do should something go wrong.



Practical Information

Date: 29th April - 3rd May 2024

- Application deadline: 22nd January 2024
- Arrival date: 18th February 2024

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

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

