

# GROCERY HEADQUARTERS

\$12

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## ALDI MOVES IN

### CENTER STORE

Hot oils

### FOCUS ON FRESH

Branding is big

### SELLING WELLNESS

Moving more dairy

### NONFOODS FOR PROFIT

Pet survey results

### TECH SOLUTIONS

Self-service options

### EQUIPMENT, DESIGN & OPERATIONS

What grocers want





# HOLIDAY ENTERTAINING

*with* **FRIENDS, FAMILY** *and* **FROMAGE!**



Gratin au Comté



Fondue au Fromage  
(Comté, Cantal & Emmental)



Ham and Cantal Casserole



Holiday Fromage Plate



Grilled Camembert

Introducing **Comfort Cuisine** – an exciting promotional program developed by *The Culinary Institute of America* as a service to The Cheeses of France. **The Comfort Cuisine Recipe Collection** showcases a variety of distinctive, flavorful French Cheeses in 11 easy recipes that transform ordinary comfort food into elegant comfort cuisine. For this year's holiday homecomings, *c'est fromage!*



Chef Scott Samuel of the Culinary Institute of America [CIA prochef.com](http://CIAprochef.com)

*Just in time for the holidays...* Thanks to our Comfort Cuisine Marketing Campaign, your customers will have 11 great reasons to add *Fromage* to their shopping list. From in-store promotions to sweepstakes to national print and online advertising, 'tis the season to stock up on The Cheeses of France.



Exciting consumer promotions like our **Napa Valley Escape Sweepstakes** raise visibility and drive website visits.



# One on One...

BY RICHARD TURCSIK



**Mike Collins, marketing director for Cheeses of France, talks about the many options for cooking and entertaining with cheese.**

## **Grocery Headquarters: Tell us about the Cheeses of France Comfort Cuisine program.**

**Mike Collins:** We want to promote cooking with fromage (cheese) and get people excited about using the Cheeses of France with their unique taste, aromas, textures and huge variety to transform your regular comfort food dishes into something special. We took everyday comfort foods like mac and cheese, grilled cheese, potatoes au gratin, casseroles and mini pizzas and went to the Culinary Institute of America and talked to them about how to choose the right cheeses and put twists on these regular everyday comfort foods and turn them into Comfort Cuisine.

## **How will you be merchandising this in stores?**

We'll have a sampling program featuring the cheeses used in the recipes, along with nice visuals and a recipe booklet featuring the whole Comfort Cuisine Recipe Collection with notes from Chef Scott



Samuel, who created a lot of them and worked with his contemporaries and students at the CIA to fine-tune the recipes. He also worked alongside a woman we call Madame de Fromage, who provides tasting notes on the cheeses and explains why a particular cheese works so well with a particular dish. The program runs from early November almost up to Christmas to create excitement for both Thanksgiving and Christmas.

## **Are there cross-merchandising opportunities?**

Sure. We have pairings with all 11 recipes and there are opportunities to sell a wine, spirit or beer. Plus there are other accoutrements. The bread Chef Samuel recommends for the grilled Camembert cheese sandwich might be different than the white used in a typical grilled cheese.

They have an opportunity to promote those sorts of things.

We'll have all of these recipes online at our [www.CheesesOfFrance.com](http://www.CheesesOfFrance.com) website, and they will also be available at [www.CIAprochef.com](http://www.CIAprochef.com), a professional website for foodservice people. □