FOUR STAR DEMOS
BRINGING BRANDS TO LIFE

DAIRY FARMERS OF WISCONSIN

CHEESE TASTING DEMO INSTRUCTIONS | WORKING DRAFT

PAYMENT-CRITICAL: DFW MARKETING DISPLAY + PRE-DEMO PHOTO

The store must provide the Dairy Farmers of Wisconsin marketing material for the display. If the material is not at the store or is not provided to you, call Karen immediately. Do not replace it with other signage. Set up the display material as directed, then send Karen a clear photo of the complete demo station BEFORE the demo begins so the required display can be checked against DFW standards for payment. Do not begin sampling until the photo has been sent and Karen confirms the station is ready.

Campaign Overview

Introduce guests to a selection of Wisconsin cheeses from the approved list below. Each store may select any five approved cheeses based on inventory. The store's five selected products are the only cheeses to be sampled at that location. Keep the tasting simple: offer small bites, help guests compare styles and flavors, and point out where the cheeses can be found in the store.

Before the Demo

- Check in with the manager on duty or the assigned department contact. Confirm the demo location, the store-selected five cheeses, and where the Dairy Farmers of Wisconsin marketing materials are being kept.
- If the DFW marketing display material is missing or has not been provided, call Karen immediately before setting up or beginning the demo.
- Confirm each of the five selected cheeses is in stock and matches the name and identifiers in this guide. If an assigned cheese is unavailable, contact the office for direction; do not substitute an unapproved cheese.
- Purchase one assigned demo item at check-in using the Divvy card. Save and upload the receipt. Do not purchase the remaining demo items until the end of the demo.
- Take a wide, clear photo of the full shelf/display and record opening inventory for all five selected cheeses. Send the required shelf selfie to Karen with the shelf visible behind you; selfies are for internal verification only and must not be included in client reports.

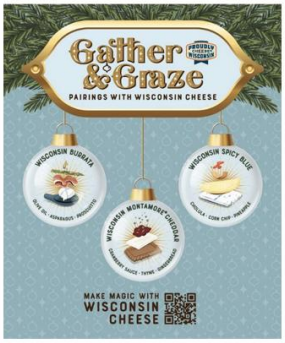
Demo Kit – Get from Cheese Dept Manager

DEMO KIT

Kit Contents:
Dry-erase Card - 1
Counter Card – 1
Sticker (pack of 50) – 1
Takeaway Card (pack of 25) - 1



DRY ERASE CARD 8.5"W x 11"H



COUNTER CARD 4"W x 3"H



STICKER (pack of 50)



TAKEAWAY CARD W/QR CODE
4"W x 8"H (pack of 25)

Approved Cheese Selection: Choose Any Five

The store selects five from this approved list according to inventory. Record the chosen five before the demo and use the exact package labels to confirm each product.

Maker	Approved product	UPC	Item code	Guest-friendly description
HENNING'S	Cranberry Cheddar Cheese	18482061723	8204913 1	Sweet cranberry blended with creamy white Cheddar.
HENNING'S	Pepper Jack Cheese	18482000722	8204922 6	Monterey Jack blended with jalapeño peppers; a mild pepper-style option.
KINGSTON CREAMERY	Gorgonzola Wedge	850012926016	8204385 2	Creamy blue veining with savory, nutty flavor and a hint of sweetness.
KINGSTON CREAMERY	Blue Breezy Wedge (Breezy Blue)	850012926672	8204245 5	Smooth, creamy blue cheese with a fresh tang and subtle earthy notes; made with cow's and goat's milk.
MARIEKE GOUDA	Cranberry Gouda Wedge	851108007640	8204077 6	Rich, creamy farmstead Gouda with tart cranberry notes; seasonal, so verify availability.
WIDMER CHEESE	Butterkäse	834905000199	8204856 9	Mild, semi-soft and creamy with a buttery flavor.
WIDMER CHEESE	4-Year Aged Cheddar	834905000250	8204227 0	Very sharp and developed, with a firm, crumbly texture and savory, nutty notes.
WIDMER CHEESE	Jalapeño Brick	834905000182	8204920 1	Semi-soft brick cheese with jalapeño pepper flavor.
WIDMER CHEESE	Matterhorn Alpine Cheddar	834905000229	8204860 5	Firm and aged, with rich, nutty flavor and a slightly sharp bite.
THE BIG MOO	Baked Cheese - Original	850008209369	8204262 6	Wisconsin baked cheese designed to sear golden on the outside and stay warm and soft inside.
THE BIG MOO	Baked Cheese - Roasted Garlic	850008209376	8204262 1	Baked cheese with roasted garlic seasoning; sears golden outside and stays warm inside.
THE BIG MOO	Baked Cheese - Bakin' Bacon	850008209390	8204273 4	Baked cheese with bacon flavor; sears golden outside and stays warm inside.
THE BIG MOO	Baked Cheese - Harvest Cranberry	850008209475	8204100 8	Sweet-savory cranberry variety of baked cheese.
CARR VALLEY	Winter Solstice Cheddar	812019024522	8204190 6	Seasonal Cheddar described as clean, balanced and hearty, without an especially sharp finish.
CARR VALLEY	Apple Smoked Cheddar	812019024133	8204302 2	Cheddar cured and smoked with apple wood for a distinctive smoke note.

Henning's Cheese | Four Generations Since 1914

Otto and Norma Henning entered the cheese business in 1914 after Otto completed a six-week dairy short course in Madison and the couple purchased a small cheese factory near Kiel, Wisconsin. The family business passed to their son Everett and his wife Jellane in 1963. Today, members of the fourth generation continue the family tradition.

A Family Cheesemaker and Local Milk

Henning's sources milk from small family dairy farms within 30 miles of its Kiel factory. The company says local farms pasture-feed cows when weather permits and provide a carefully balanced diet of natural grains. Henning's emphasizes quality milk and slow aging to develop each cheese's flavor. The company also notes that the mineral-rich landscape of eastern Wisconsin's Niagara Escarpment influences the grasses and crops that contribute to the character of its milk and cheese.

Kerry Henning learned cheesemaking alongside his father, Everett, and earned his cheesemaker license at age 20. He became a Wisconsin Master Cheesemaker in Cheddar in 1999 and in Colby and Monterey Jack in 2002. He continues the family's traditional cheesemaking approach while developing new flavors and sharing his knowledge with the next generation.

The Two Henning's Cheeses in This Tasting



Cranberry Cheddar Cheese
UPC 18482061723 | Item code 82049131
Sweet cranberries blended with creamy white natural Cheddar.



Pepper Jack Cheese
UPC 18482000722 | Item code 82049226
Creamy Monterey Jack blended with jalapeño and habanero peppers; it melts or slices well and has a mild pepper heat.

Pairings and Serving Ideas

CRANBERRY CHEDDAR

Wine: Rosé Champagne

Other pairing: Whiskey Sour

Nibbles / charcuterie: Hot pepper jelly; pistachios; macadamia nuts; shortbread cookies; milk chocolate; pecans; apples; oranges; or dried pineapple.

Recipe suggestions: Turkey pinwheels or sliders; chicken salad; stuffed pork chops.

PEPPER JACK

Wine: Moscato

Other pairings: Bloody Mary or Virgin Mary

Nibbles / charcuterie: Bread sticks; strawberries; raspberries; crackers; or olives.

Recipe suggestions: Quiche; queso dip; tacos; enchiladas; or dripping beef sandwiches.

Henning's history, About, Master Cheesemaker, cheesemaking-process and cheese-pairing pages are available online. Its process page describes the milk-sourcing and flavor approach but does not provide a detailed step-by-step account of the cheesemaking stages.

Kingston Creamery | Rooted in Faith, Family, and Community

The Kingston Amish community came to the rolling fields of Kingston, Wisconsin, in 1978. When local creameries closed, area farmers formed a cooperative to preserve their generations-old cheesemaking tradition. For years the co-op operated as Salemville Cheese. By 2019, it included more than 60 patron farms and received over 25,000 pounds of fresh milk each day. During the COVID-19 pandemic, the co-op purchased the creamery and became Kingston Creamery.

Kingston Creamery describes its work as handcrafted cheesemaking using traditional methods and sustainable practices passed down through generations. Cows graze on pasture when Wisconsin weather permits, and farmers hand-milk using old-fashioned milk cans. Its blue cheeses have been crafted by award-winning cheesemakers since 1984.

The Two Kingston Creamery Cheeses in This Tasting



Gorgonzola Wedge

UPC 850012926016 | Item code 82043852

Aged over 90 days. Creamy, with rich blue veining and savory, nutty flavor balanced by a hint of sweetness. The product description says each batch is made by a small Amish cooperative with milk from pasture-raised herds of about twenty cows.



Blue Breezy Wedge (Breezy Blue®)

UPC 850012926672 | Item code 82042455

A smooth, creamy blue made with 60% cow's milk and 40% goat's milk. Fresh and slightly tangy, with subtle earthy notes and a clean finish.

Pairings and Serving Ideas

GORGONZOLA

Top with candied walnuts; slice alongside crisp apples; pair with a chilled pale ale or Pinot Grigio; crumble over grilled steak or roasted vegetables; or stir into risotto or pasta.

BREEZY BLUE

Pair with sweet cherries or dark chocolate; enjoy with chilled Riesling or sparkling wine; melt on a warm sandwich or panini; crumble over mixed greens or roasted beets; or stir into creamy sauces.

Source: Kingston Creamery About Us and product descriptions supplied for this campaign.

Marieke Gouda | Dutch Heritage, Wisconsin Farmstead

Marieke Penterman grew up on her family's dairy farm in the Netherlands and moved to Wisconsin with her business partner, Rolf, who had established a dairy farm in Thorp. Missing the Gouda of her homeland, Marieke studied dairy business and cheese production, then returned to the Netherlands to learn traditional Gouda-making from experienced cheesemakers. She founded Marieke Gouda in Wisconsin and earned Wisconsin Master Cheesemaker certification in 2024. The company is female-owned and operated.

True Farmstead Gouda, Made with Old World Methods

Marieke makes Gouda with fresh raw milk from the family's own farm, with the creamery located across from the farm. The curds are washed with warm water for a milder flavor, hand-packed into 18-pound forms, pressed, and brined for 60 hours. Wheels are aged on Dutch pine planks for at least 60 days, turned regularly, and coated by hand. The company imports its cheesemaking equipment, cultures, herbs, and spices from the Netherlands.



Marieke Cranberry Gouda Wedge
UPC 851108007640 | Item code 82040776

CRANBERRY GOUDA

Tart cranberry notes in creamy, rich farmstead Gouda. The wheel is aged for 60+ days. This is a seasonal flavor; confirm store inventory before selecting it for the five-cheese tasting.

Pair with: Zinfandel, Baco Noir, or white wine.

Recipe Idea: Cranberry Gouda Tarts

Marieke's recipe fills petite pastry shells with shredded Cranberry Gouda and a honey-sweetened cranberry mixture flavored with orange, five-spice, and cinnamon. The tarts are baked until the cheese melts and cranberries bubble, then finished with rosemary-infused honey. This is an at-home serving suggestion; the demo may simply sample the approved cheese unless the store and campaign separately approve recipe preparation.

Sources: Marieke Gouda About, Our Gouda, Cranberry Gouda product information, and Cranberry Gouda Tarts recipe.

Widmer's Cheese Cellars | A Wisconsin Cheesemaking Legacy

Widmer's Cheese Cellars in Theresa has continued a family cheesemaking tradition for generations. Joe Widmer is a third-generation cheesemaker; his grandfather John immigrated from Switzerland in 1905 and bought the cheese plant in 1922. Widmer's is known for traditional Wisconsin Brick and Colby, along with aged Cheddar. The family still uses the plant's open vats and traditional bricks in its Brick-making process.

Master Cheesemaker Joe Widmer

Joe Widmer holds Wisconsin Master Cheesemaker certifications in Brick, Cheddar, and Colby. The company describes his work as combining time-honored methods with decades of hands-on experience. Widmer's says its traditional Brick is pressed with real bricks and aged on wooden curing-room shelves; daily care helps develop its characteristic aroma and flavor. The same commitment to careful, hands-on cheesemaking carries across the company's varieties.



Butterkäse

UPC 834905000199 | Item code 82048569

Mild, semi-soft German-style cheese with a smooth, creamy texture and rich, buttery flavor. Gentle and easy to enjoy; melts well for grilled cheese, burgers, casseroles, and panini.

Pair with: kettle corn, honey, soppressata, rustic toast, or Prosecco.



Four-Year-Aged Cheddar

UPC 834905000250 | Item code 82042270

Intense, complex, sharp Cheddar with a firm-to-crumbly texture and crunchy protein crystals. The supplied product description identifies it as an American Cheese Society award winner.

Serving idea: Serve in small amounts on a cheese board, shaved over pasta, or stirred into rich sauces.



Matterhorn Alpine Cheddar

UPC 834905000229 | Item code 82048605

Homestead Cheddar made with select Alpine cultures and aged at least eight months. Rich and nutty with a slightly sharp bite and a dense yet smooth texture.

Serving idea: Slice for sandwiches; shred over burgers, casseroles, or mac and cheese; or melt into grilled cheese.



Jalapeño Brick

UPC 834905000182 | Item code 82049201

Semi-soft Brick cheese with a creamy, mild, slightly tangy base and a gentle heat from jalapeño peppers. Smooth and sliceable, with a spicy kick that builds without overpowering the cheese.

Serving idea: Use on burgers, grilled cheese, quesadillas, nachos, and casseroles.

Sources: Widmer's Cheese Cellars Legacy and Meet the Master Cheesemaker pages. Product descriptions and images supplied for this campaign. Website prices are not included because they do not apply to these demos.

The Big Moo | Wisconsin Baked Cheese

The Big Moo founders Mike Harris and Josh joined forces after bonding over baked cheese and a shared interest in how food brings families together. They partnered with a fourth-generation cheesemaker to share Wisconsin baked cheese more widely. Baked cheese, also known as juusto, draws on a Scandinavian tradition. The company says its original cheese is made with Wisconsin milk, cheese enzymes, and salt; flavored varieties add ingredients such as garlic, herbs, spices, or bacon.

Four Approved Flavors



Oh-So Original

UPC 850008209369 | Item code 82042626

Crisps on the outside and becomes warm, melty, and smooth inside. A simple, savory Wisconsin cheese with a golden seared surface.
Pair with: buttery Chardonnay.



Roasted Garlic

UPC 850008209376 | Item code 82042621

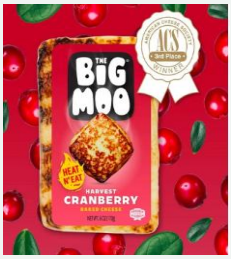
Baked cheese with a rich roasted garlic flavor. When heated, it develops a crisp exterior with a warm, melty center.
Pair with: crisp Sauvignon Blanc.



Bakin' Bacon

UPC 850008209390 | Item code 82042734

Made with Wisconsin milk and real Jones Dairy Farm bacon. The savory cheese cooks with a crisp outside and warm, melty interior.
Pair with: hearty Cabernet.



Harvest Cranberry

UPC 850008209475 | Item code 82041008

Real cranberries and cinnamon bring sweet-savory flavor to this baked cheese. The seasonal flavor works as a warm snack or party bite.
Pair with: aromatic Riesling.

Electric Skillet Preparation

Remove the cheese from its packaging. Preheat the electric skillet to medium heat; no oil is needed. Heat for 6–7 minutes, flipping occasionally, until the outside is golden and crisp and the center is warm and melty. Cook in small batches and serve promptly. Cut into one-bite portions with a clean knife and cutting board, and follow the Time as a Public Health Control instructions in this guide.

Sources: The Big Moo About Us, preparation, and wine-pairing pages; product descriptions and images supplied for this campaign. Website prices are not applicable to these demos.

Carr Valley Cheese | Over a Century of Wisconsin Craft

Carr Valley Cheese is a Cook family-owned company founded in 1902 and based in central Wisconsin. The company describes its work as traditional, hands-on cheesemaking and says it has made cheese the old-fashioned way for generations. It produces more than 50 original varieties using cow, goat, and sheep milk, with milk sourced from small Wisconsin farms.

Fourth-Generation Master Cheesemaker Sid Cook

Sid Cook received his cheesemaking license at age 16 and is a fourth-generation cheesemaker. He leads the company's cheesemaking across multiple plants and is known for creating original varieties as well as aged Cheddars. Carr Valley emphasizes careful, traditional methods and high-quality milk as the foundation of its cheeses.



Apple Smoked Cheddar

UPC 812019024133 | Item code 82043022

A young, mild Cheddar hand-rubbed with paprika and lightly apple smoked. Its mild base carries sweet and smoky notes.

Pairing idea: Include on a Wisconsin-style charcuterie board.



Winter Solstice Cheddar

UPC 812019024522 | Item code 82041906

A seasonal, small-batch Wisconsin Cheddar with a rich, creamy profile. Made with Wisconsin milk and dipped in blue wax; confirm store inventory before selecting it.

Pairing idea: Serve with festive dishes or feature on a seasonal cheese board.

Recipe Idea: Apple Cheddar Chops

Carr Valley's recipe tops pork chops with shredded Apple Smoked Cheddar and serves them with sautéed apples and a cider, maple, and Dijon pan sauce. This is an at-home serving idea; the demo can sample the approved cheese on its own unless the store and campaign separately approve recipe preparation.

Sources: Carr Valley About Us, Wisconsin Cheese Mart's Carr Valley profile, and Carr Valley's Apple Cheddar Chops recipe. Product details and images supplied for this campaign.

What to Bring

- Apron, hat, name tag, current food handler card and allergen sign.
- Tablecloth; cutting board; sharp knife; disposable gloves; napkins or cupcake liners; toothpicks; and serving tongs or a small serving utensil.
- Separate clean, lidded food-service containers for each selected cheese; a non-breakable ice bucket or bowl; and bagged ice to keep prepared cheese chilled. Containers can be obtained from food service area (clamshells or soup bowls).

Check In Process and Product Verification & Purchase (Required)

- Ask Cheese Dept Manager which 5 cheeses they want featured. Verify that the five cheeses selected by the store match the approved products and identifiers in this guide. Check the product name and UPC on the package; do not rely on shelf tags alone.
- Purchase one selected item at check-in using Divvy Card. Upload receipt to Bill Spend & Expense app and save to upload to demo report. Purchase all other products opened for sampling at the end of the demo.
- If the product on hand does not match an approved item, call Karen before opening or serving it.
- Take a picture of the case where cheeses are located. Take multiple pictures if located in different locations.
- Take selfie by one of the cases & text the picture to Karen.

Demo Set-Up

- Set up near the featured cheese section when the store permits, so guests can locate the selected items easily.
- Display the Dairy Farmers of Wisconsin marketing materials supplied by the store as directed. The Dairy Farmers of Wisconsin material must be clearly visible as part of the display.
- Arrange the table neatly with the DFW marketing display visible, required brand/cheese identification facing guests, and only necessary demo supplies on the tabletop.
- Before sampling begins, take and send Karen a clear photo showing the entire station, the DFW marketing material, the cheese identifiers, and the finished setup. Wait for Karen to confirm the setup is ready.
- Keep unopened cheese packages refrigerated. Do not leave opened cheese exposed on the table. Empty packaging may be displayed with the label facing guests after the product is used.
- Keep prepared sample portions covered in separate, labeled containers on bagged ice. Bring out small amounts as needed and return the covered containers to the chilled setup between serving periods.
- If store selected The Big Moo products, you must set up near an outlet.

Sampling Procedure

- Wash hands at the designated handwashing sink before preparing samples.
- Record the date and time each cheese is removed from refrigeration and follow the company's Time as a Public Health Control procedure. Do not exceed the 4-hour maximum. Keep cheese chilled on bagged ice; discard samples at the end of the approved time window or sooner if they become warm, dry or unappealing.
- Prepare only a small batch at a time. Cut each cheese into small, one-bite portions and place in its own covered, labeled container. Serve one piece on a napkin or in a cupcake liner, with a toothpick if needed.
- Use a clean knife, cutting surface and serving utensil for each cheese. Change gloves and clean the work area between products to reduce allergen cross-contact. Keep cheeses with added ingredients, such as jalapeño, cranberry, garlic or bacon, separate from other varieties.
- For The Big Moo baked cheeses, remove the cheese from its packaging. Use an electric skillet on medium heat; no oil is needed. Heat for 6–7 minutes, flipping occasionally, until the outside is golden and crisp and the center is warm and melty. Cook in small batches, cut into one-bite portions with a clean knife and cutting board, and serve promptly.
- Invite guests to compare the five selected cheeses: "Which style do you prefer - mild and buttery, aged and sharp, blue and tangy, fruit-forward, or smoky?"

Guest Talking Points

- The store selected five cheeses from a larger approved Wisconsin cheese assortment, so guests can compare different styles in one tasting.
- Use the short flavor descriptions in the approved product list to guide conversation. Let guests know cheeses can taste different depending on age, milk blend, added ingredients and how they are served.
- Easy serving ideas: add mild cheeses to sandwiches or grilled cheese; serve aged Cheddar with crackers or fruit; crumble blue cheeses over salads; pair cranberry cheeses with a cheese board; and try smoked Cheddar in sandwiches or savory snacks.
- For The Big Moo, explain that the cheese can be prepared in an electric skillet in about 6–7 minutes, with occasional flipping, for a crisp outside and warm, melty center.

Allergen & Guest Questions

- All cheese contains milk. Ingredients and other allergens vary by product. Check the exact package label before answering questions about ingredients, gluten, vegetarian suitability or other dietary needs.
- Do not make medical, nutrition or allergen-free claims. If unsure, direct guests to the package label or store representative.

Clean Up & Wrap Up

- Stop sampling with enough time to complete the closing count. Record ending inventory for each of the five selected products and take a clear ending shelf/display photo.
- Using Divvy card, purchase all products opened for sampling except the single item purchased at check-in. Save and upload the receipt to the Bill Spend & Expense app and the demo report.
- Clean the demo area, return store equipment and materials as directed, and submit the demo report promptly with receipts, inventory, and required photos.

Product Information Sources

- Henning's Cheese: https://henningscheese.com/
- Kingston Creamery: https://www.kingstoncoop.org/about-us
- Marieke Gouda: https://www.mariekegouda.com/about
- Widmer's Legacy: https://www.widmerscheese.com/widmers-legacy/
- Meet Widmer's Master Cheesemaker: https://www.widmerscheese.com/meet-the-master-cheese-maker/
- The Big Moo About Us: https://thebigmoocheese.com/pages/about
- The Big Moo preparation: https://thebigmoocheese.com/pages/preparation
- The Big Moo wine pairings: https://thebigmoocheese.com/blogs/moospaper/what-wine-should-i-pair-with-baked-cheese
- Carr Valley About Us: https://carrvalleycheese.com/about-us/
- Wisconsin Cheese Mart Carr Valley profile: https://www.wisconsincheesemart.com/pages/carr-valley-cheese
- Carr Valley Apple Cheddar Chops: https://carrvalleycheese.com/apple-cheddar-chops/