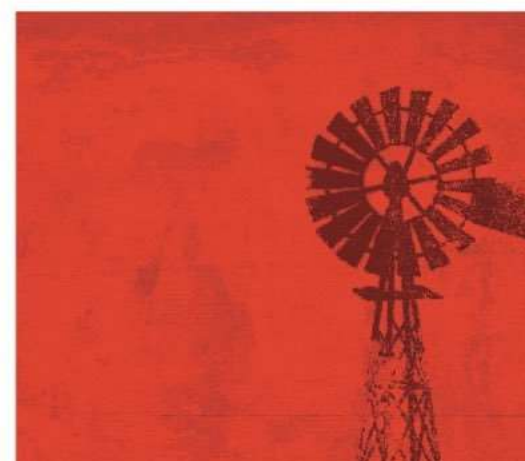
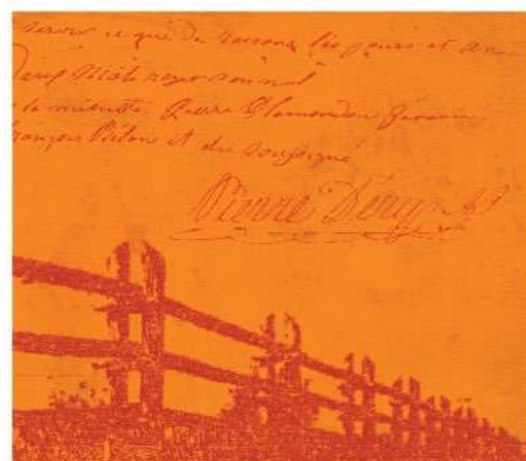
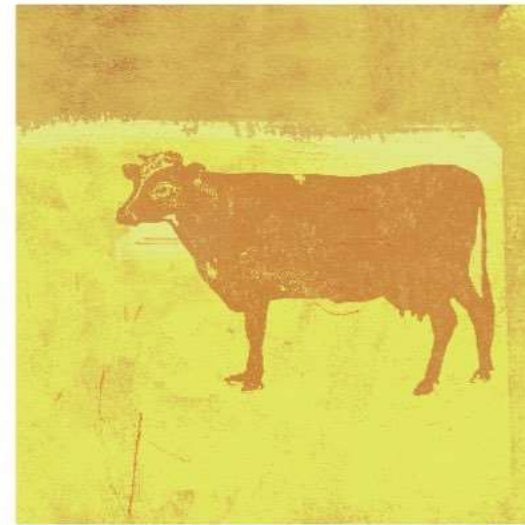
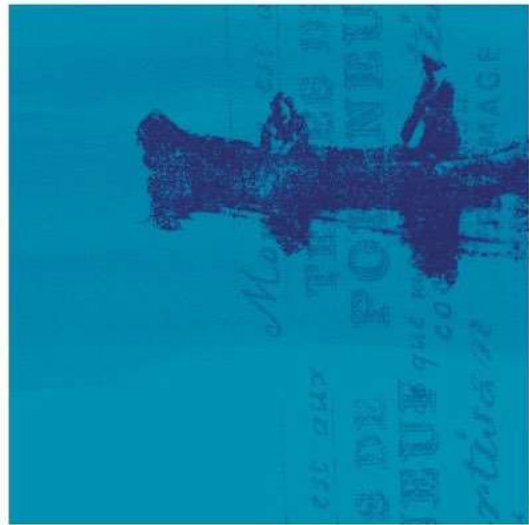


Saputo

Specialty cheese: Training program

Louis Aird, Category Cheese Specialist



CATEGORY

Fresh cheeses



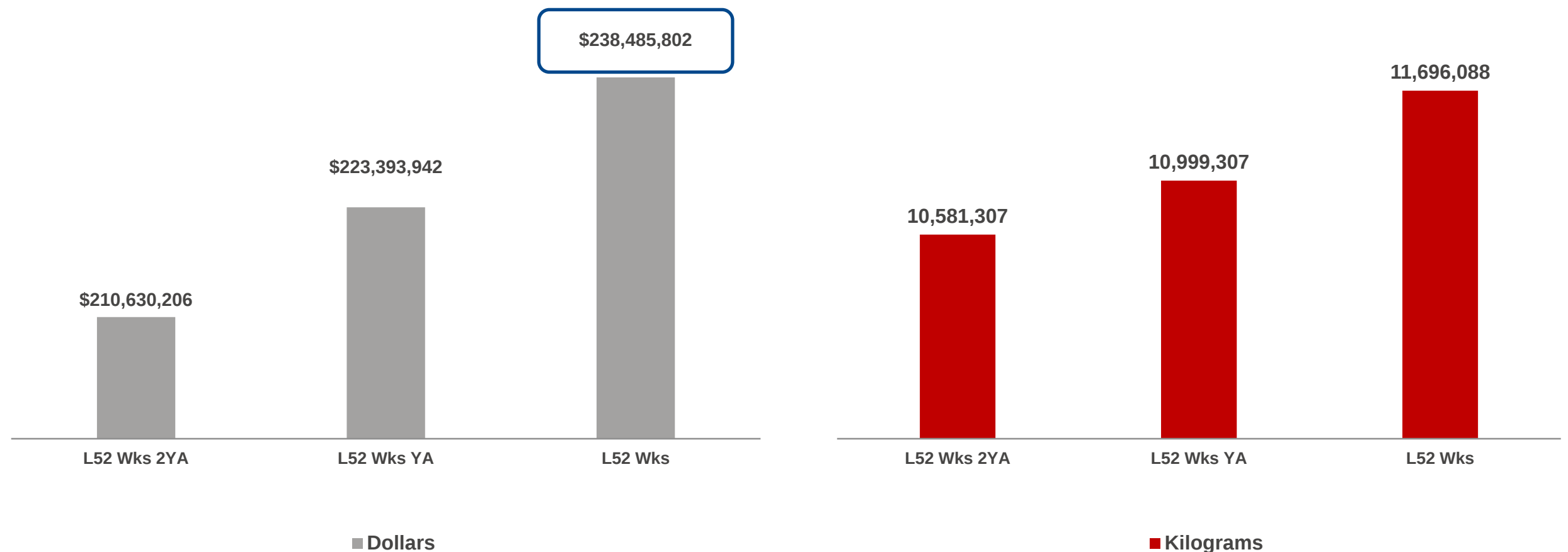


Market Overview

Fresh Cheese Category

- The Fresh Cheese category continues to grow year over year +12%

TL Fresh Cheese - Kgs



Saputo

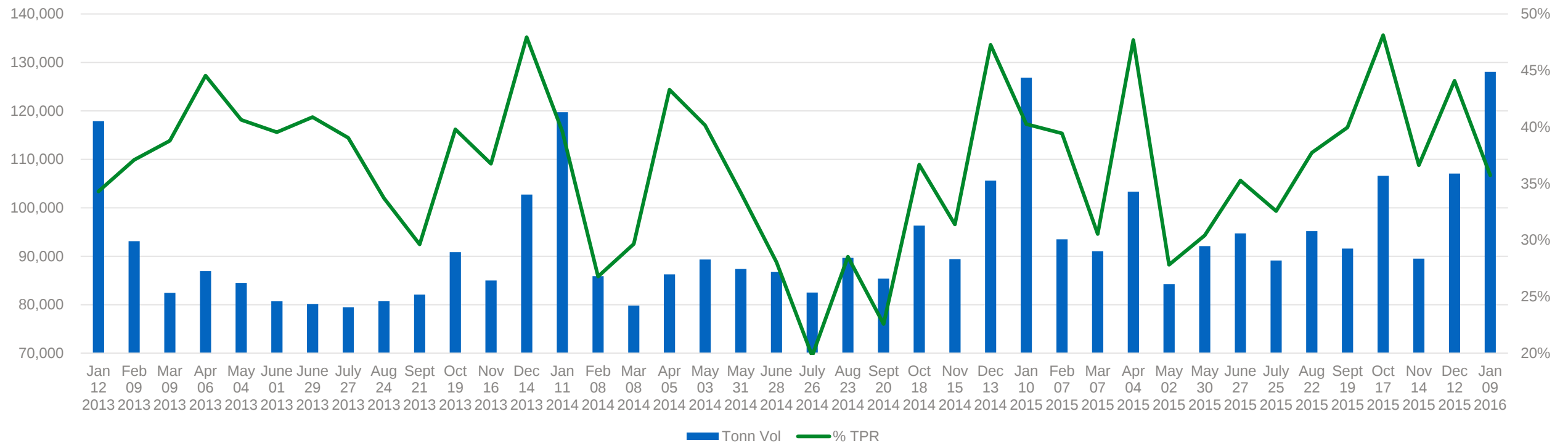


Specialty cheese | Training program

Saputo

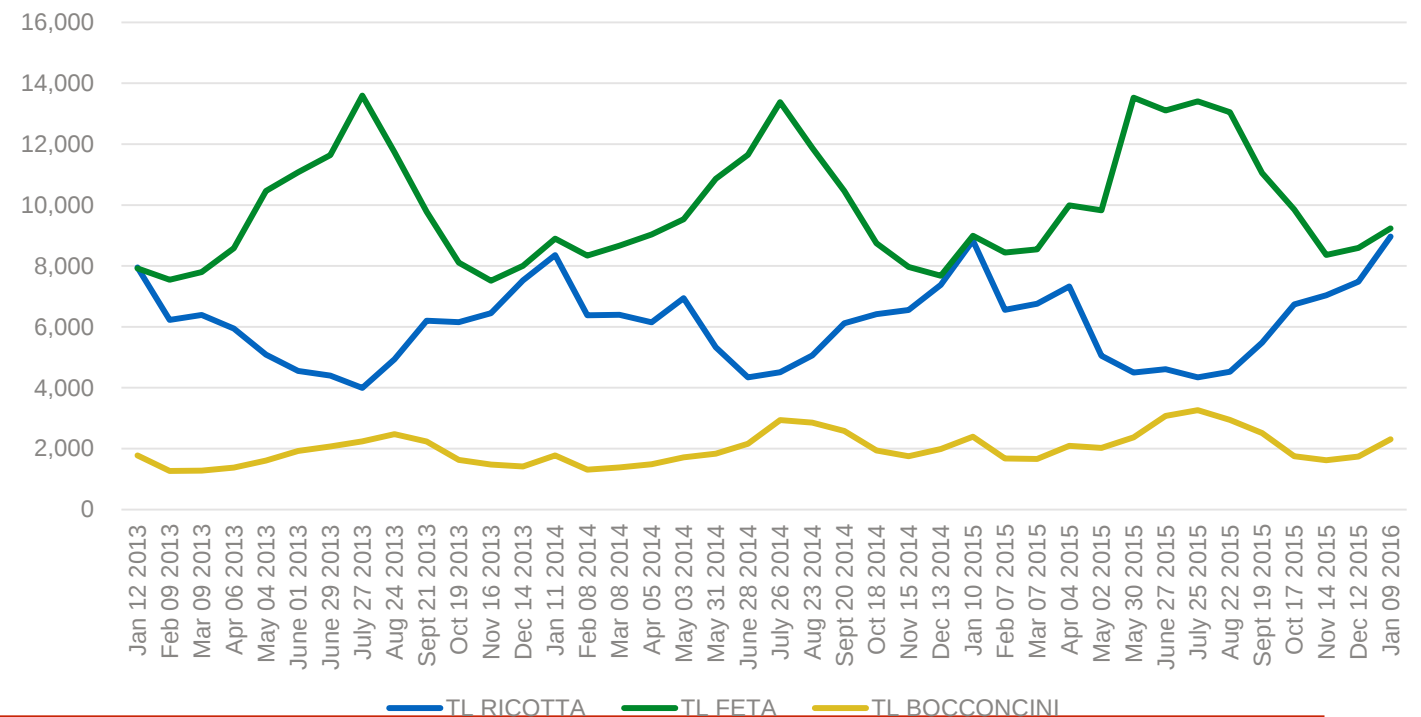
Seasonality

TL Specialty Cheese: Tonn Vol vs. % Vol Sold on TPR



- Cheese specialties have three main sales peaks: Easter, Thanksgiving and Christmas
- Fresh Cheese: Feta and Bocconcini show the highest sales in summer while Ricotta in winter

Fresh Cheeses Seasonality, KG



Shopping context and Behaviour



Average of
235 cheeses in
deli section open displays

*“77% of consumers buy
what they’ve tried”*

98% of consumers make
their purchase without staff
interaction





**78% read
packaging
4.35 seconds**

**34% read information
presented in counters
2.5 seconds**

Source : Consumer shopping behaviour, in-store observation & interviews in Montreal, Toronto, Vancouver.
Envirosell, Fall 2014

RCSS Oakville: 100 exit surveys, 211 specialty cheese observations and 96 hours of video

Dairy vs. Deli

2 categories & mindsets

Dairy

Deli

Factors
influencing
brand
selection

- Often on sale

- Type

- Price

- Size of pack and intended use

- Display (product is noticed)

- Rarely on sale

- Familiarity

- Quality and taste

- Visual prominence

- Intended use

Factors not
considered

- Known

- Quality (all are equivalent as
mainly used in cooking)

- Price and package size

development opportunities to reflect consumer deli purchase habits

development
opportunity

Pricing

- ### Promotion
- Feature 8x per year
 - Demos to encourage trial
 - Usage suggestions
 - Cross merchandising

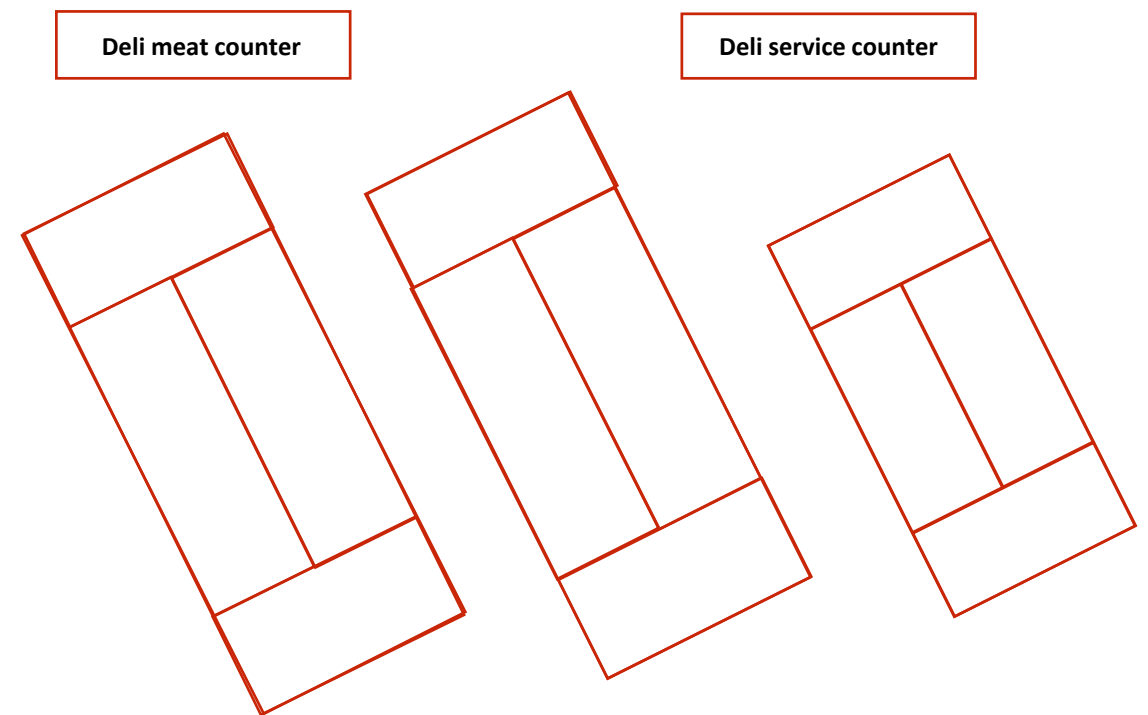
New Listings

- Category where consumers seek new items

Optimization of section layout and consumer journey

Objectives & principles:

- Increase transactions in deli section by facilitating shopping, creating ambiances & shopping destinations and by encouraging discovery.
- Balance shelf presence with importance of sales
- Organize navigation around consumer mindset and shopping behaviour



Setting the Stage for Success



Shopper Proposition:

Break-through the confusion of the deli category with relevant education, communication and tactics that will change the way the category is shopped.



Educate, Awareness, Acquire

Win the deli cheese trip and purchase by educating the shopper on the value and quality cheese available the deli section.

CHEESE CLASSIFICATION



Cheese types in Canada

Five main categories

In Canada, all cheeses are classified by their interior (firmness)



fresh

soft curd
folded into
cheese

higher
than 60%



soft

with bloomy
or washed rind

50-60 %
humidity



semi-Soft

interior ripened or
surface ripened

45-50%
humidity



firm

interior is drained
& pressed, ripened
or not

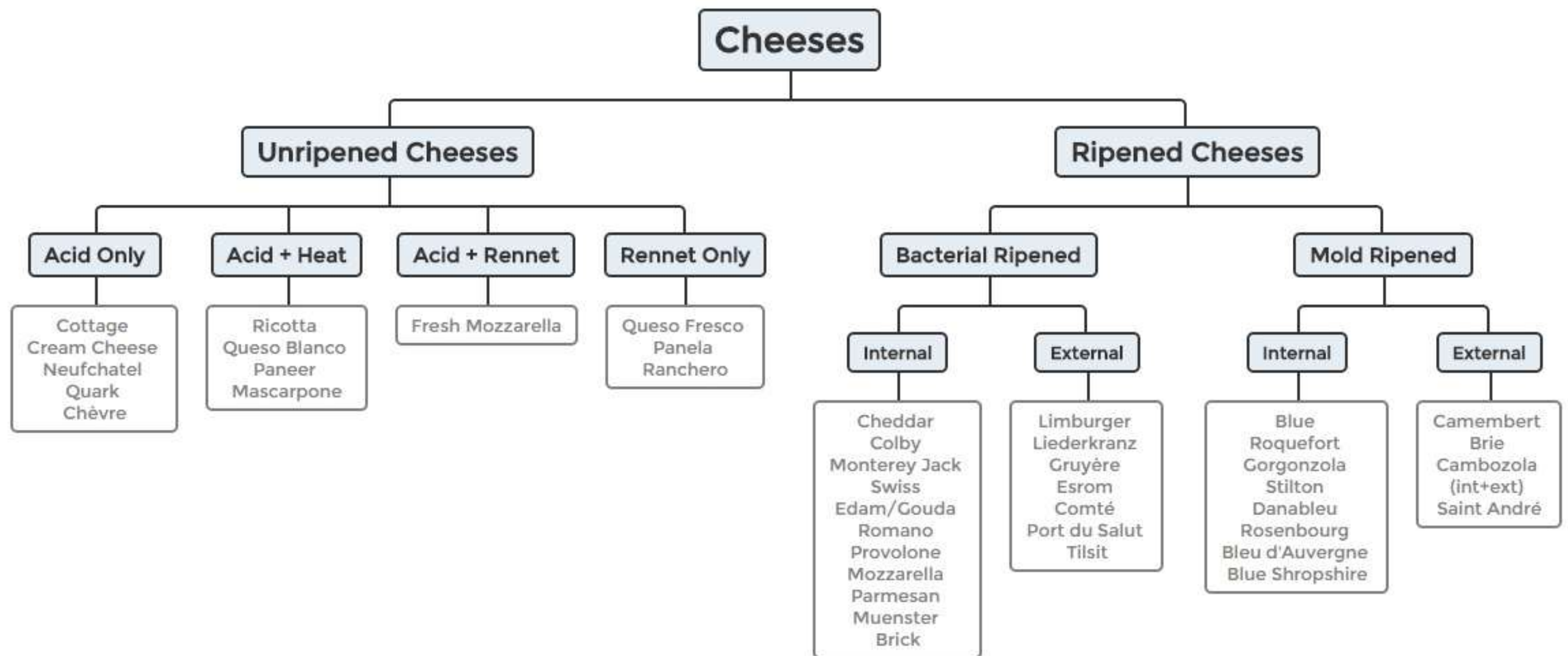
35-45%
humidity



blue-veined

soft or non-cooked
semi-soft, with a
culture (penicillium)

45-60 %
humidity



CATEGORY

Fresh cheese

Fresh cheese

- Moisture 60% and higher
- No aging allowed
- Limited storage

Fresh cheese was typically created out of a need to add variety to the daily diet, and to preserve milk in months when there was more milk than could be used by the farm family. In fact, “cottage cheese” refers to the cheese made by farm women in the cottage home.

Our products



CATEGORY

Fresh cheese

Goat cheese

Our products



CHEESE- MAKING



2800 BC:

Europe: evidence of cheese making - remains of vessels with holes punched in them.



Cheese-making – important concepts

Starters

2 types:

- **Mesophilic** cultures starter:

More aroma

Grow at temperatures between 10 and 45°C

- **Thermophilic** culture starter:

Less aroma

Grow at temperatures between 20 and 49 °C.

Starters are added to the milk where they absorb the lactose and change them in acid lactic.

Rennet

Traditional enzyme that helps expelling the liquid whey during cheesemaking.

- Animal: It is extracted from the fourth stomach chamber of a calf
- Vegetal: extracted from a thistle or artichok
- Microbial
- Mold-based



Cheese-making

1 Milk



Treatment

- Pasteurization: heat the milk to 61,6°C during at least 30 minutes
- Unpasteurized milk: did not go through pasteurization or did not go under any thermic treatment above 40°C
- Thermisé milk: simple & short thermic treatment, 59°C to 65°C during 15-20 seconds

Standardisation

Process that defines the percentage of fat of a cheese

Cheese-making

2 Curdling



- Starter cultures are added to the milk. This converts the lactose to lactic acid and contributes to the flavor.
- Most cheeses are made by adding rennet to make sure the protein and fat in the milk bond.
- Fundamental step: determines the final moisture content of a cheese.

Acid coagulated

Precipitation of curds from milk by addition of acid.

- Cottage
- Cream cheese
- Goat

Coagulation by acid and heat

- Ricotta
- Queso blanco

Acid + rennet-set cheeses

Milk is pre-acidified before adding the rennet

- Fresh mozzarella

Rennet-set cheeses

Don't include acid

- Haloumi

Cheese-making

3 Separation of curds and whey



- Gentle separation → soft, high-moisture cheeses
- The whey is drained off once it reaches the desired acidity

4 Pumping into cloth bag



- Draining by gravity through the bags
- Pressing the bags to reach appropriate finale moisture (50 or 55%)

5 Molding



- Giving fresh cheese its shape

Cheese-making

6 Salting



- Necessary ingredient in cheese.
- Adds flavour, stops the action of acid bacteria, suppresses spoilage bacteria and assists in the ripening of cheese
- Can be added to the curd, used in a heavy brine solution or rubbed on the rind

7 Primary maturation



- At this stage, all the cheeses have an acid taste
- Fabrication stop at this moment for fresh cheese

ACCESSORIES AND PAIRINGS



Drink pairing – wine & beer

Feta



- Zinfandel
- IPA

Goat cheese



- White Sauvignon
- Belgium Saison beer

Mozzarella mediterraneo



- Sangiovese
- Pinot noir
- Pilsner

Doré mi



- Syrah
- Grenache
- fruit beer

Food pairing – Fruits & vegetables

Goat cheese



- Berries
- Carrots
- Cucumber
- Dried apricot
- Apple
- Dried cranberries
- Tomatoes
- Sun dried tomatoes
- Figs
- Salads

Feta



- Figs
- Green bean
- Cucumber
- Mangos
- Melons
- Honey
- Tomatoes
- Pine nuts
- Olives

Ricotta



- Apple sauce
- Chocolate sauce
- Honey
- Figs
- Dates
- Cherries

Mozzarella



- Apples
- Bell peppers
- Carrots
- Grapes
- Melon
- Tomatoes
- Chutney
- Mustard
- Pickles
- Prosciutto



THANK YOU