IDDBA WEBINARS | CALL-TO-ACTION WORKSHEET

WEBINAR: DESTINATION DELI: Seize the Holiday Season with Cheese! Tips and a tasting with the BelGioioso Family of Cheeses **DATE:** 9/21/23

THE "BIG 5" TOPICS COVERED:

#1 The importance of Deli/Specialty in Q4 - A critical holiday destination in-store and online

#2 Shopper solutions - Grounding yourself in the holiday shopper's mindset (family, entertaining, busy-ness)

#3 Deli assortment ideas - Connecting the store experience to the shopper's mindset

#4 Prepared foods inspirations - Elevating and premiumizing for differentiation and relevance

#5 Quality as a differentiator

THE "BIG 5" TAKEAWAYS:

#1 The Holidays are an integral "high stakes" time for cheese - driven by the entertaining, family gatherings and memory-making. Specialty cheese can seize the season!

#2 Fresh takes on familiar cheeses to inspire and spark versatility. Thinking beyond typical boards and typical usages (Tastings: Burrata, Mascarpone, Ricotta)

#3 In-store inspiration via assortment, display, signage - to drive bigger baskets and repeat purchases (Tasting: "Italian Cheeseboard" featuring Provolone, Fontina, Asiago, Parmesan; CreamyGorg, Artigiano

#4 Win prepared foods through premium ingredients and unique yet relevant offerings (Tasting: American Grana for levated Chicken Parm and baked pastas, take & bake pizza)

#5 Quality: the key to differentiation and loyalty. Even more important during the holiday season!