

Taste & Sell: Brie



Leader's Guide

Leading your associates through a Brie tasting is easy with the *Taste & Sell Brie* IDDBA Cast. Just choose a plain, pasteurized cow's milk Brie – perhaps one that your store has on special – and follow our easy guide.

To prepare for the tasting, fill out the top half of the **Associate's Sampling Guide** (attached) before making a copy for each associate. The "Other" line can be used for a variety of purposes, such as highlighting nutritional information or indicating whether your store is offering the cheese on special. Type directly into the electronic form and print. **You cannot save what you have typed unless you have PDF-creating software, so be sure to save a hardcopy of the completed form for possible future use.**

Let your selected Brie warm to room temperature. Also gather any products your store sells that go especially well with Brie. You will show these to associates to give them pairing ideas that they can share with customers.

Once the Brie has reached room temperature, cut it into bite-sized pieces and gather your associates to watch *Taste & Sell Brie*. About six minutes into the IDDBA Cast, IDDBA Director of Education Mary Kay O'Connor will invite them to taste the Brie along with her.

When the IDDBA Cast is complete, have employees fill out the table in the **Associate's Sampling Guide**. This will help them remember ways to describe Brie to your store's customers, some serving suggestions, and several pairing ideas.

Tell associates they may keep their guides. You may also want to keep a completed **Associate's Sampling Guide** in a reference binder or on a message board in your deli or cheese department.

You may also want your employees to sample flavored Bries, Camembert, and Triple Crème Brie and note the differences among cheeses.

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Associate's Sampling Guide

Featured Product

Brand _____ Regular price _____

Package size(s) _____

Pairings _____

Serving suggestions _____

Other _____

Fill out this table to help you remember how to describe Brie's flavor and uses to your customers.

Taste/Texture	
Serving suggestions	
Pairing ideas	

Additional notes: