

Division of Marketing
Agricultural Development and Diversification (ADD) Program
1994 Grant Final Report

Grant Number 09010

Grant Title New Market Niches for Wisconsin Specialty Cheese Manufacturers

Amount Awarded \$44,900.00

Name Paul Scharfinan

Organization WI Specialty Cheese Institute
 Madison

E-Mail

WEB

Department Contact: DATCP - Marketing - ADD Grants
PO Box 8911 Madison, WI 53708-8911
Tel: (608)224-5136
<http://datcp.state.wi.us>

Wisconsin Specialty Cheese Institute

**Identification of Specialty Cheese
Market Niches**

**Executive Summary
Presentation
January 25, 1995**

Madison, Wisconsin

**Submitted by:
Growth Marketing, Inc.
575 N. Ferndale Rd.
Wayzata, MN 55391**

Wisconsin Specialty Cheese Institute
Final Presentation and Recommendations

Agenda

- 1. Objectives**
- 2. Key Activities**
- 3. General Findings**
- 4. High Interest Concepts**
- 5. Opportunity Areas and Product Executions**

Wisconsin Specialty Cheese Institute

Project Objective

Identify and develop a minimum of ten new niche product concepts:

- That provide unique opportunities for Wisconsin's smaller cheese plants**
- That deliver "added values" that result in higher margin and profitability**

Key Activities:

Ideation Meeting **Madison, WI/August 23-24, 1994**

- A series of four "Brainstorming Sessions" are conducted over two days.
- Each session preceded by speakers/panelists invited to discuss predetermined topics:
 - Consumer Trends
 - Global Culinary Trends
 - Trends in Food Service
 - 2010: A Glimpse at the Future
- Facilitated ideation sessions follow each of the the speakers using information/stimulus gleaned from the discussion.
- Ideation sessions result in 200+ core new product ideas.
- A complete set of session/ideation notes was transcribed and forwarded to WSCI.

Product Idea Synthesis and Concept Statement Development

- GMI synthesizes the over 200 core new product ideas to reveal potential new product concepts.
- Product ideas developed into 36 concept statements representing high potential opportunity areas.
- Concepts are written using appropriate consumer language.

Key Activities:

End-User Interviews and Focus Groups Chicago, IL/October 26-27, 1994

- A total of 36 concepts are exposed to target end-users:
 - Casual/theme restaurant chefs/managers
 - Heavy consumers of cheese in the home: female heads of household
- In addition, four individual interviews are conducted with chef/owners of high-end, fine dining establishments in the Chicago area.
- A Summary Of Findings is written and submitted to WSCI.

Concept Revisions

- Concepts having greatest appeal to end-user groups are identified for further evolution and revision.
- Concepts are written in the context of how the product will be used by the end-user, whether food service or consumer. This will allow relevant evaluation of the ideas.

Key Activities:

End-User Focus Groups **Minneapolis, MN/December 15, 1994**

- A total of 13 concepts are exposed to target end-users:
 - Casual/Theme restaurant chefs/managers/owners
 - Heavy consumers of cheese in the home: female heads of household
- A Summary of Findings is written and submitted to WSCI.

Evaluation of End-User Responses and **Preparation of Recommendations**

- A review of responses from end-users in both Chicago and Minneapolis has resulted in:
 1. Three major opportunity areas for food service (5 key product segments).
 2. Three major opportunity areas for the retail market (8 key product segments).
 3. A total of 50+ individual product ideas.
- Presentation of findings to WSCI Membership January 25, 1995.

GENERAL LEARNING

FOOD SERVICE - CASUAL/THEME DINING

- Casual/theme restaurants represented were Old Country Buffet, Houlihan's, Denny's, Ann Sathers, TGIF, Bennigans, SBarro and Ponderosa. All respondents were the chefs or managers of these establishments.
- Individual "store" chefs have very little flexibility when it comes to new/non-standard ingredient usage. However, there is individual testing of recipes that, if proven successful in a single restaurant, can be submitted to corporate for more "store-wide" testing.
- Cheese is a major ingredient item and commodity cheeses are the type purchased.
- Most of the casual restaurant chefs were very responsive to ideas that would save them steps, labor (theirs or others in their kitchen) and/or make a recipe more consistent.
- When asked about problems they currently have with cheese as an ingredient, they responded with the following:
 - Cottage cheese has only 3 day shelf life and only comes in 5 lb. containers, which are too large to maintain freshness.
 - Wish that cheese came in resealable bags.
 - The "ends" of cheese "logs" are a big waste.
 - Bags are very poorly code dated and each needs to be clearly and individually dated.
 - Desire longer shelf life of cheese without loss of flavor.
 - Need easy reclose and resealability.

General Learning-Food Service-Casual/Theme Dining (continued)

- When shown the umbrella concept statement prior to exposing the individual ideas, there were these comments:
 - It looks like the industry wants our business; will help us to save labor.
 - Looks exciting, but will it be cost effective; new flavors are a plus.
 - What else could they come up with? How will these cheeses fit in with all my other cheeses?
 - Sounds expensive, high end and not mainstream; also not value-conscious; expect high cost; need to stay within current pricing guidelines.
 - We only have limited amount of cooler space; don't really need more new cheeses; more inventory to manage.
 - "Wisconsin" is not really relevant; don't typically look at where cheese comes from; customers don't care about Wisconsin, they only care if cheese is real and good tasting.

GENERAL LEARNING

FINE DINING

- The fine dining restaurants represented were Frontera Grill, Gabriels, Jimmy's and Prairie. In all cases either the head chef and/or owner was interviewed.
- All restaurants use cheese in recipes and occasionally as a cheese course (but to a fairly limited degree). Some is used for desserts.
- These establishments use less of the commercial grade, bulk cheeses than do the casual/theme restaurants. Cheese appears to be used less liberally and more specifically than is typical for chain restaurants. Therefore, the need for very large quantities with high convenience attributes is very low.
- A major problem with specialty cheeses is the lack of a good distribution system:
 - "99% of the problem is finding the distribution...getting the product".
 - "...shipping and distribution is high priority".
- However, the chefs felt high confidence in the resources they use to source specialty cheeses, such as European Imports, Heartland Trading and Wild Game Company.
- The criteria for choosing a specialty cheese is a combination of quality, taste, consistency, variety, price and presentation. Most regard quality (taste, consistency) and presentation to be of the utmost importance.
- All of the chefs prefer specialty cheeses to be presented and packaged to enhance their specialness and authenticity. They should look hand-crafted, hand-wrapped (just wrapped in "white butcher paper" was fine with one chef, as long as it's good), "European" (meaning small amounts, artistically presented), as though they come from "small batches" (not mass produced).

General Learning-Fine Dining (continued)

- Restaurants with menus that emphasize the "American approach" to food and use local, regional and/or domestic (American) ingredients, were more likely to use cheese from Wisconsin. Prairie, Frontera and Jimmy's in particular are committed to using local and/or regional ingredients and have all at some point used cheeses from Wisconsin.
- Wisconsin can produce valid "authentic" cheeses (according to these chefs) of most any types. The cheese must be made in an "authentic" way (not mass produced) and meet quality/taste standards when compared to foreign sourced products.
- Frontera/Zinfandel is fully committed to using domestic cheeses and has a wide network of cheesemakers all the way from California to Texas to Wisconsin. This chef, in particular, works closely with his network of cheesemakers, as long as they can provide the consistency he demands, and as long as they can respond quickly (he changes his menus every week). His criteria are: tradition, authenticity, specialness, artistry and craft. He appreciates the history and the "stories" behind a particular cheesemaker/cheese and will pass tidbits of this along to his customers.
- Prairie uses a variety of cheeses from Wisconsin as they fit his desire to source from what's available domestically and locally; mozzarella brick, smoked white cheddar, apple smoked Gouda; Fantome goat cheese; etc. He often uses 6-8 cheeses on banquet cheeseboards and likes to tell customers "fun facts" about what they are and where they are made ("people are interested in origin and history". He is interested in new (albeit not exotic) varieties, however, it is very important for the restaurant to offer what is unique and not available "at the restaurant next door".
- Prairie is located in a Hyatt Hotel and, therefore, serves breakfast and lunch from rather traditional menus. These recipes use familiar commodity cheeses and he was receptive to new cheese flavors which may incorporate other ingredients.
- Jimmy's will use domestic cheese as an ingredient, if the quality and consistency are high. The regional influence to cooking is becoming more important to this restaurant and they are interested in using more local/regional cheese. Currently specialty cheeses are used for special salads, appetizers and in some entrees.

General Learning-Fine Dining (continued)

- Gabriel's has a fairly contemporary menu that reflects both Italian and French traditions. He is dedicated to using the best cheese available and so far, has found the European cheese higher quality and more appropriate for his recipes. However, he has also happily used Stella Gorgonzola and Laura Chenel goat cheese. He uses only white cheese and no yellow cheese such as cheddar. He is interested in domestic products and would taste and consider trying them if it was convenient.
- All of these chefs are extremely busy and cannot be reached through standard methods of communication. However, it was suggested that when WSCI "has their act together" an informational article be published in "Food Arts". This is the magazine that each of these chefs said was read by them and their comrades.
- Other avenues of communication were suggested:
 - Sell to gourmet food shops at the Specialty Food Show.
 - Chicago Farmer's Market at Ravinia.
 - The newsletters of American Institute of Food & Wine; and the James Beard Foundation.
 - Jimmy Rohr said he would be interested in receiving the "What's new in Wisconsin" newsletter from WMMB.

FOOD SERVICE

IMPLICATIONS FOR NEW PRODUCTS

- Casual/theme/chain restaurants need and look for labor saving, convenience enhancing methods for food prep. Ingredient use/prep must relate to the lowest common denominator in the kitchen (KISS). Therefore, they are most interested in cheeses that help them reduce waste, enhance storage and inventory, and come in quantities and batches that are easy to use.
- Casual restaurants are also interested in new cheeses that can easily and economically enhance a dish (Cheese Crumbles; Caesar Cheese; Roasted Garlic Cheese); can make new dishes quickly and conveniently (Alfredo Pasta Cheese; Baker's Cheddar); or can add a twist to a dish that they can then "charge up" for (Caesar Cheese; Organic Cheese).
- The fine dining chefs are interested in true specialty cheeses...those that equal or better European or other imported ethnic varieties; or in domestic varieties with strong overtones of tradition, artistry and craftsmanship.
- The fine dining chefs can be urged to taste and use Wisconsin cheeses, but the avenues to reach them are not standardized and are often very individualistic. However, the "chef's" network is a tight one and word of mouth can be quite impactful.
- The fine dining chefs creating "American" foods (even when it's an "ethnic" restaurant) are those most likely to be interested in some of the WSCI new product ideas. For instance, cheeses infused with seasonings and flavorings appeared interesting ("infused" is important); or cheeses and/or spreads laced/blended with flavor/seasoning specks.
- Cheeses meant for the cheese course would need to be equal to or better than what is now being offered, which are basically European varieties.

Food Service-Implications for New Products (continued)

- There may be an opportunity for WSCI members to attempt to customize specialty cheeses for some of these restaurants, since many of these chefs have such highly particularized and unique ingredient requirements and menus. This may be an opportunity for the smaller members who offer the more specialized varieties of cheese and have flexibility in production and packaging.
- To the fine dining chef the State of Wisconsin Seal appeared to mean "bland taste" and "mass produced" rather than "high quality standards". An opportunity may exist for the WSCI to have a "mark" to co-exist with the state seal which signifies "authentic/handmade production methods" and that the cheesemakers personally guarantee the production.

GENERAL LEARNING

RETAIL CONSUMERS

- Households that consume cheese as a regular food purchase many types and forms of cheese; having four or more different cheeses on hand at all times was the norm rather than the exception.
- The presence of children in the home has a major influence on the amount, type and form of cheese on hand:
 - Kids snacking on cheese was a major behavior.
 - Cheese dishes for kids had influence on family meals.
 - Kids tend to prefer bland, yellow cheese which then gets consumed by all family members.
 - "If it has cheese on it the kids will eat it".
 - Kids tended to become the cheese gate keeper.
- Moms are very accepting of cheese as a snack since it provides protein and calcium and it is definitely better for them than junk food alternatives:
 - Shreds are often eaten by kids as a snack, although purchased for non-snack uses.
- Group III women had fewer children or older children than Group II and therefore, the cheese choices were more adult oriented:
 - Adults choose more specialty cheese types.
 - These women were more experimental in trying new cheeses.
 - Specialty cheeses were definitely part of any special occasion or entertaining situation.

General Learning-Retail Consumers (continued)

- Most cheese was purchased at the supermarket, however, several women in Group III went to specialty stores for cheeses that were used for specific recipes (deli, Italian, cheese).

RETAIL

IMPLICATIONS FOR NEW PRODUCTS

- Specialty cheese use appeared to be on the increase as new recipes were tried and away from home introduction brought familiarity:
 - Both groups of women were frequent users of chihuahua cheese which appears to have recently moved into mainstream.
 - Building on out of home experiences is an opportunity.
- Snacking cheeses for all family members is an area to pursue with new forms, flavor and packaging.
- Cheeses developed to provide added taste and easier to use in everyday cooking are well liked and in demand:
 - Ingredients.
 - Toppings.
 - Salads.
 - Pastas.
- Cheeses positioned for specific uses were winners (pasta, salads, etc.).
- New cheese flavors work as long as they make sense:
 - Infused flavors were accepted.
 - Polenta cheese was not.

Retail Implications for New Products (continued)

- The idea of calcium enriched cheese had appeal because calcium is one of the reasons cheese is consumed; it's a natural build on an existing benefit:
 - Iron enriched cheese did not make sense and therefore was rejected.
- The women were very skeptical of price; signals of gourmet/specialized said high price which was a problem:
 - Single additions to cheese and familiar flavorings were accepted, don't cause a high price expectation.

PHASE I CONCEPTS

CHICAGO

OCTOBER 26-27, 1994

Cheese Crumbles

Caesar Cheese

Alfredo Pasta Cheese

Breakfast Cheese

Sweet Cheese Sticks

Festive Cheese Curds

Breakfast Cheese & Granola Clusters

Oil-Marinated Cheese

Wisconsin Beer Cheese

Select Sandwich Cheese

Hot Cheese Curds

Breakfast Cheese Bar

Zesty Cheese Spreads

Wisconsin Cheeseboard Specialties

Cheese Cart Morsels

Wine-Washed Jack

Cheesecake Cheese

Calcium Rich Cheese

Classic Ethnic Cheeses

Polenta Cheese

Wisconsin Vintage Cheddars

Cheese Cookies

Cheese First

Roasted Garlic Cheese

Gourmet Pizza Cheese

Buttermilk Cheese

Specialty Salad Cheeses

Wisconsin Signature Cheeses

Lactose-Free Cheese

Baker's Cheddar

Organic Cheeses

Pre-Blended Cheese for Professionals

Rainbow Cheese Snack

Cheese Dippers

Double Cheese Stix

International Cheese Selection

HIGH POTENTIAL CONCEPTS

The Chicago Phase I research identified 13 high potential areas of opportunity. Based on this evaluation, these representative concepts were refined and evaluated in Minneapolis:

- (A) Specialty Salads.**
- (B) Crumbled Cheeses.**
- (C) Pasta Cheese.**
- (D) Festive Cheese Snacks.**
- (E) Hot Cheese Nuggets.**
- (F) Select Sandwich Cheese.**
- (G) Zesty Cheese Spreads.**
- (H) Calcium Rich Cheese.**
- (I) Roasted Garlic Cheese.**
- (J) Pizza Maker Cheese.**
- (K) Baker's Cheese.**
- (L) Chef's Blend Cheese.**
- (M) Roasted Cheese Chips.**

GENERAL LEARNING

FOOD SERVICE AND CASUAL/THEME DINING

MINNEAPOLIS

- **The ten chefs/managers represented the following restaurants:**
 - Applebees.
 - Bakers Square.
 - Benchwarmer Bob's.
 - Benjamin's.
 - Embers.
 - (Independent) Diner.
 - Old Country Buffet.
 - Pannekoeken.
 - Prairie House.
 - Red Lobster.

- **Cheese types and forms used included:**
 - American (sliced and blocks) has universal use.
 - Bleu Cheese (for making salad dressing with large chunks).
 - Cheddar (shredded, blocks).
 - American/Swiss blend (slices).
 - Gouda (shredded).
 - Parmesan (grated, shredded).
 - Mozzarella (shredded, sliced).
 - Monterey Jack.
 - Swiss.
 - Pepper cheese (for hamburgers).
 - Provolone.

- **Additionally, one chef reported using an imitation cheese for the salad bar and another a low fat/non-fat product that "might not be real".**

- **No one reported use of an imported cheese.**

- **Wisconsin cheese was a given in the market, although most did not specifically know the origin of the cheese used.**

- **Kraft and Sysco were the major distributors although one used Oak Grove Dairy to handle all needs (including inventory).**

General Learning - Food Service and Casual/Theme Dining (continued)

- **When asked what a cheese manufacturer could do to help them, the following answers were given:**
 - **Bags tear too easily making them difficult to use and/or reseal...different materials could be used and/or:**
 - **Bags that are resealable; (e.g. Ziplock).**
 - **Offer customized options that would fit specific restaurant needs (e.g. customized flavor for specialty burger; sizes that fit usage; more hands-on service; exposure to new products).**
 - **Develop a low fat cheese that has acceptable taste profile (everyone interested).**
- **These chefs/managers were interested in ways to provide unique/new tastes that would provide their particular restaurants with a product point of difference versus local competition (e.g. breaded or battered cheese curds in unique, new flavors).**
- **The Minneapolis chefs/managers appeared to be more quality/customer oriented than those in Chicago who gave many more signals related to less cost, cost control and saving labor.**
- **The Chicago chefs/managers represented a more trendy/theme point of view than those in Minneapolis who appeared to be much more middle-of-the-road and traditional in attitude.**

FOOD SERVICE

CONCEPT RANKING

The Minneapolis food service professionals reviewed and rated 9 concepts which represented potential areas of opportunity for new cheese offerings; the concepts are listed below in order of preferences:

<u>CONCEPT</u>	<u>#1 VOTES</u>	<u>"YES" PILE</u>
(E) Hot Cheese Nuggets	2	9
(F) Select Sandwich Cheese	4	7
(B) Crumbled Cheeses	2	8
(M) Chef's Blend Cheeses	1	5
(J) Roasted Garlic Cheese	1	4
(L) Baker's Cheese	0	2
(A) Specialty Salad Cheeses	0	2
(C) Pasta Cheese	0	0
(K) Pizza Maker Cheese	0	0

Note:

- The top five concepts as ranked by the Chicago professionals were:

- Roasted Garlic Cheese.
- Baker's Cheddar (Bakers Cheese).
- Cheese Crumbles (Crumbled Cheeses).
- Caesar Cheese (Specialty Salad Cheeses).
- Pre-Blended Cheese for Professionals (Chef's Blend Cheeses).

- The Chicago chefs/managers tended to focus more on concepts which saved money (time, preparation, consistency) while the Minneapolis professionals preferred concepts that provided unique menu items and quality taste delivery.

GENERAL LEARNING

RETAIL CUSTOMERS

MINNEAPOLIS

- A total of 19 housewives were interviewed and each group reviewed the identical concepts:
 - Group II averaged 2.6 children at home and had an average of 3.2 different kinds of cheese in inventory (today).
 - Group III averaged 2.0 children at home (older than Group I) and had an average of 6.0 different kinds of cheese in inventory (today).

- Cheeses in inventory at homes from Group II included:
 - American (slices, blocks).
 - Mozzarella (grated, shredded).
 - Cheddar (shredded, block).
 - Aged Cheddar (block).
 - Parmesan (grated).
 - Cojack (block).
 - Pepper Cheese.
 - String Cheese.
 - Chez Whiz.
 - Low Fat Processed (slices).
 - A variety of cheese spreads/flavored cream cheeses.

General Learning-Retail Customers (continued)

• **Cheeses in inventory for Group III at home included:**

- American (slices).
- Cheddar (shredded, grated, block).
- Swiss (slices).
- Provolone.
- Parmesan (can, fresh grated).
- Colby.
- Mild & Aged Cheddar.
- Baby Swiss.
- Pepper Cheese.
- Brie.
- Cojack.
- Mozzarella.
- Fat Free Slices.
- Monterey Jack.
- Romano.
- Farmers Cheese.
- Ricotta.
- Asiago.
- Bleu Cheese.
- Salami-Cheese.
- Neufchatel.
- Velveeta.
- Cream Cheese.
- Port Wine Cheddar Spread.
- String Cheese.

General Learning-Retail Customers (continued)

- **Group II** usage tended to be directed by the children in terms of snacking and requested end dishes, therefore, cheese preferences were quite common and traditional.
- **Group III** usage was considerably broader and more all family/adult oriented; snacking was important, but more appetizer usage was mentioned; entertainment serving was higher, as was the use of more sophisticated recipes that called for cheese as an ingredient; acceptance of specialty cheese was considerably more prevalent in this group.
- Both groups had tried (and continue to try) several low fat or no fat cheese products and no one was satisfied.
- **Group II** had higher trial and satisfaction of flavored cream cheese.
- Origin was not a major factor for either group when it came to purchase choice:
 - Made close to home meant fresher.
 - Purchased in Wisconsin was best.
 - Want to be sure it comes from a dairy state.
 - Price outweighed origin at retail.
- When asked what cheese manufacturers can do for them, both groups responded consistently:
 - Low fat with good flavor.
 - Low fat that will melt.
 - Zip-lock bags in larger blocks and more products.
 - Larger clearer expiration dates.
 - Easier to read label/nutritional information.

General Learning-Retail Customers (continued)

- **Several mentioned that husband/child had returned home with “plastic cheese” due to poor labeling, etc.:**
 - **Help the uniformed/inexperienced.**
- **In general, the retail market tends to be interested in:**
 - **All-family snack products.**
 - **Cheeses that make easy, fast, tasty meals.**
 - **Robust flavoring systems for common dishes.**
 - **Healthier/known nutrition.**
 - **Versatile spread products.**
- **Both consumer groups were highly price sensitive with Group II slightly more so.**
- **Group II slightly favored the concepts that would have the greatest appeal to children (snacks and sandwiches).**
- **Group III slightly favored the concepts that made tastier meals (salads, pasta and highly flavored cheese).**

RETAIL CONSUMERS

CONCEPT RANKING

- The 29 Minneapolis retail consumers reviewed and rated 12 concepts; the concepts are listed below in order of preference:

<u>CONCEPTS</u>	<u>#1 VOTE</u>	<u>"YES" PILE</u>
(C) Pasta Cheese	7	15
(G) Zesty Cheese Spreads	2	16
(N) Roasted Cheese Chips	2	14
(B) Crumbled Cheeses	0	15
(A) Specialty Salad Cheese	2	12
(D) Festive Cheese Snacks	0	13
(J) Roasted Garlic Cheese	0	12
(F) Select Sandwich Cheese	2	9
(K) Pizza Maker Cheese	1	10
(L) Bakers Cheeses	2	8
(E) Hot Cheese Nuggets	1	6
(I) Calcium Rich Cheese	0	5

High Interest Concepts for Retail Consumers

Chicago:

Cheeses products that are new, wholesome snacks for children and adults:

- **Hot Cheese Curds**
- **Rainbow Cheese Snack**
- **Festive Cheese Curds**
- **Zesty Cheese Spreads**
- **Cheese Cookies (Crackers)**
- **Cheese Cart Morsels**

Cheeses that make assembly of common main meal and casual end-dishes more convenient and taste appealing:

- **Cheese Crumbles**
- **Select Sandwich Cheese**
- **Alfredo Pasta Cheese**
- **Gourmet Pizza Cheese**
- **Specialty Salad Cheeses**
- **Caesar Cheese**
- **Roasted Garlic Cheese**

Minneapolis:

Cheese products that are new, wholesome snacks for children and adults:

- **Zesty Cheese Spreads**
- **Festive Cheese Snacks**
- **Roasted Cheese Chips**

• Cheeses that make assembly of common main meal and casual end-dishes more convenient and taste appealing:

- **Pasta Cheeses**
- **Crumbled Cheeses**
- **Specialty Salad Cheeses**
- **Select Sandwich Cheeses**
- **Pizza Cheeses**
- **Roasted Garlic Cheese**

High Interest Concepts
For Casual Dining Chefs

Chicago:

Cheeses with seasonings blended into the cheese:

- **Roasted Garlic Cheese**
- **Caesar Cheese**
- **Alfredo Pasta Cheese**
- **Cheese Cart Morsels**

Specialty Cheeses that either save labor, enhance food preparation or convenience:

- **Cheese Crumbles**
- **Select Sandwich Cheese**
- **Pre-Blended Cheese for Professionals**

Cheeses that functionally enhance the preparation of a recipe:

- **Baker's Cheddar**

Minneapolis:

Cheese products that enhance food preparation, quality and taste of end product:

- **Crumbled Cheeses**
- **Select Sandwich Cheeses**
- **Chefs Blend Cheeses**

Cheese products that are new taste alternatives to current appetizer offerings:

- **Hot Cheese Nuggets**

Cheeses with seasonings blended into the cheese:

- **Roasted Garlic Cheese**

**Additional Ideas of
Some Interest to End-Users**

- Cheeses that are offered in resealable bags for Food Service customers.
- Cheese that is fortified with calcium.
- Cheese that is less greasy when used in recipes.
- Cheese that is free of chemical fertilizers and pesticides ("organic").
- Cheese that is flavored with beer.
- Cheese that tastes like cheesecake and it's various derivations.

**Major Opportunity Areas
Identified for Food Service
and Retail Consumer Markets**

Includes:

- **Opportunity Areas**
- **Key Product Segments**
- **Individual Product Executions**

FOOD SERVICE OPPORTUNITY AREA #1:

Provide cheeses that enhance flavor, are easy to use, and provide added value to individual menu items.

A. Pre-Blended Cheeses that can be used for pizzas, pastas, omelets, appetizers, toppings, and more.

-Deliver in 3, 5 and 10 pound quantities in resealable packages.

-Form options are blocks and shredded.

-Product executions include:

- **Sharp Cheddar, American and Swiss blend**
- **Colby, Monterey Jack and Cheddar blend**
- **Fontina and Gruyere blend**
- **Romano, Parmesan, Mozzarella and Provolone blend**

FOOD SERVICE OPPORTUNITY AREA #1:

Provide cheeses that enhance flavor, are easy to use, and provide added value to individual menu items.

B. Seasoned Cheeses that can be added to salads, soups, omelets, pizzas, appetizers, pastas and more.

-Deliver in sizes of 1 to 5 pounds in resealable packages.

-Form options are shredded or crumbled.

-Product executions include:

- **Provolone seasoned with basil and bits of roasted onion.**
- **Mozzarella and Provolone seasoned with sun-dried tomatoes.**
- **Parmesan seasoned with sweet butter, black pepper and nutmeg.**
- **Parmesan and Romano seasoned with basil, pine nuts and garlic.**
- **Provolone seasoned with bits of carrot, bell peppers, black pepper.**
- **Parmesan seasoned with bits of anchovy.**
- **Bleu cheese seasoned with real bacon bits and sun dried tomato.**
- **Mozzarella seasoned with real bacon bits and spinach.**
- **Mozzarella and Parmesan seasoned with bits of roasted garlic.**
- **Mozzarella and seasoned with roasted garlic and sun-dried tomato.**
- **Mozzarella seasoned with roasted garlic and basil.**

FOOD SERVICE OPPORTUNITY AREA #1:

Provide cheeses that enhance flavor, are easy to use, and provide added value to individual menu items.

C. Pre-Sliced Specialty Cheeses for sandwiches, hamburgers, chicken breast and more.

- Deliver in 1/2 to 1 pound quantities with patty paper separating slices.
- Offer resealable package as option.
- Product executions include:

- Havarti
- Gruyere
- Aged White Cheddar
- Smoked Mozzarella
- Smoked Swiss
- Other flavors not typically available to food service pre-sliced

FOOD SERVICE OPPORTUNITY AREA # 2:

Provide cheeses in new forms that are a more convenient, versatile and attractive alternative to current offerings.

A. Crumbled Cheeses that can be added to salads, soups, omelets and more. They are considered unique, "fancier" than shredded, convenient for portion control and will melt well.

- Deliver in quantities of less than 5 pounds.
- Option of resealable packaging.
- Product executions include:

- Aged Cheddar
- Mozzarella
- Parmesan
- Romano
- Swiss
- Gruyere
- Havarti

FOOD SERVICE OPPORTUNITY AREA #3:

Provide cheese-based snack and appetizer products that offer new, interesting flavors and added convenience than those currently available.

A. Breaded or Battered Cheese Pieces/Bites in unique flavors that can be included in appetizer offering as alternatives to traditional breaded Mozzarella sticks.

- Delivered frozen.
- Execute for optimum microwavability.
- End-user also has option to deep fry or bake.
- Product executions include:

- **Mozzarella with spicy Italian seasoning.**
- **Mozzarella with roasted onion and garlic seasoning.**
- **Provolone with roasted garlic and basil seasonings.**
- **Provolone with basil, pine nut and sun-dried tomato seasonings.**

RETAIL OPPORTUNITY AREA #1:

Provide cheeses seasoned with familiar ingredients that enhance flavor and easy preparation of a variety of commonly prepared end dishes.

A. Seasoned Cheeses for Pasta that can be added to cooked pastas (hot or cold) to replicate a variety of pasta dishes.

-Form options are 1 pound block, or 1/2 to 1 pound grated.

-Resealable packaging.

-Product executions include:

- **Parmesan seasoned with sweet butter, black pepper and nutmeg (Alfredo).**
- **Parmesan and Romano seasoned with basil, pine nuts and garlic (Pesto).**
- **Provolone seasoned with bits of carrot, bell peppers and black pepper (Primavera).**
- **Mozzarella seasoned with sun-dried tomatoes, garlic and basil (Pesto).**
- **Mozzarella and Provolone seasoned with tomato and bits of ham (Carbonara).**
- **Mozzarella seasoned with bits of roasted garlic.**

RETAIL OPPORTUNITY AREA #1:

Provide cheeses seasoned with familiar ingredients that enhance flavor and easy preparation of a variety of commonly prepared end dishes.

B. Seasoned Cheeses for Salads, Soups, and More that can be tossed with salads, melted into soups, or turned into flavorful snacks or appetizers.

-Form options are 1 pound block, or 1/2 to 1 pound grated or crumbled.

-Resealable packaging.

-Product executions include:

- **Mozzarella seasoned with real bacon bits and spinach (Spinach Salad).**
- **Parmesan seasoned with bits of anchovy (Caesar Salad).**
- **Bleu cheese seasoned with real bacon bits and sun dried tomato (Cobb Salad).**
- **Mozzarella seasoned with bits of roasted garlic.**
- **Meunster seasoned with roasted garlic and basil.**
- **Fontina seasoned with roasted garlic and sun dried tomato.**
- **Provolone seasoned with basil and bits of roasted onion.**

RETAIL OPPORTUNITY AREA #2:

Provide cheese-based products that offer new, wholesome snack and/or appetizer options for the whole family, just adults or just kids.

A. Bite-Size Cheese Pieces in a Variety of Flavors that come either plain or seasoned to be appealing to the palate of younger children.

-Deliver in convenient, stay-fresh snack packaging of 4 ounces or more appropriate for quick snacks or lunch boxes.

-Product executions include:

- Variety pack of American, Swiss and Mozzarella pieces mixed together.**
- American cheese.**
- Cheddar flavored with taco seasoning.**
- White cheese flavored with cinnamon and bits of dried apple.**
- Cheddar flavored with toasted onions.**
- White cheese flavored with garlic and mix of herbs.**

RETAIL OPPORTUNITY AREA #2:

Provide cheese-based products that offer new, wholesome snack and/or appetizer options for the whole family, just adults or just kids.

B. Spreadable/Seasoned Neufchatel Cheese that is low in fat and can be used in place of mayonnaise and other condiments on sandwiches; spread on other carriers; or used as dips for vegetables and other dippers.

-Deliver in 8 ounce plastic tub with stay-tight lids.

-Product executions include:

- **Dijon mustard and honey**
- **Ranch seasoning**
- **Mexican seasonings such as jalapeno and taco**
- **Tomato bits and basil seasonings**

RETAIL OPPORTUNITY AREA #2:

Provide cheese-based products that offer new, wholesome snack and/or appetizer options for the whole family, just adults or just kids.

C. Crunchy Chips of Roasted Cheese that are consumed like traditional snack chips, whether alone or with drinks, sandwiches or soup.

-Deliver in recloseable bags or boxes in sizes similar to bagel chips, goldfish, pita chips, etc.

-Product executions include:

- Swiss**
- Cheddar**
- Brick seasoned with garlic & herbs**
- Gouda seasoned with ranch dressing**
- Monterey Jack seasoned with jalapeno**

RETAIL OPPORTUNITY AREA #3:

Provide cheeses in added-value forms and flavors as alternatives to traditional added-value cheese offerings for common end-uses.

A. Crumbled Cheeses that offer a unique, "fancier" and highly convenient enhancement for salads and soups. Offer varieties that are typically not available in shredded form.

-Deliver in 1/2 to 1 pound sizes.

-Resealable packaging.

-Product executions include:

- **Aged Cheddar**
- **Mozzarella**
- **Parmesan**
- **Swiss**
- **Romano**

RETAIL OPPORTUNITY AREA #3:

**Provide cheeses in added-value forms and flavors
as alternatives to traditional added-value cheese offerings
for common end-uses.**

B. Shredded Cheeses in New Flavors for making a variety of snacks on carriers such as pita, tortilla, English Muffins, Boboli crust, toast. Also can be added to frozen pizzas and homemade pizza.

-Deliver shredded in 1/2 to 1 pound sizes.

-Resealable packaging.

-Product executions include:

- **Mozzarella seasoned with basil and bits of roasted onion.**
- **Mozzarella and Provolone seasoned with sun-dried tomatoes.**
- **Provolone seasoned with garlic and pepperoni.**
- **Parmesan and Romano seasoned with real bacon bits.**

RETAIL OPPORTUNITY AREA #3:

**Provide cheeses in added-value forms and flavors
as alternatives to traditional added-value cheese offerings
for common end-uses.**

C. Pre-Sliced Specialty Cheeses for sandwiches and other uses that offer more "adult" flavor profiles and/or introduce new cheeses into the home in a more convenient form.

- Deliver in 1/2 to 1 pound slices.
- Separate slices with peel-off paper.
- Product executions include:

- Havarti
- Gruyere
- Aged White Cheddar
- Smoked Mozzarella
- Smoked Baby Swiss
- Muenster

SESSION I - IMPLICATIONS

Money back guarantee relates to Generation X

Packaging is low interest

Emphasis is on products built for food service (guarantor is food service)

Attributes that used to differentiate are not cost of entry

No time to cook = cheese as step-saver

Interest in grocery shopping up, so good packaging is +

Sampling takes away risk

4th class: Break in 50's with new opportunities because of longevity

Tie groups back to where consumers shop in-store,

- Example deli department

Strong reliance on supermarket (how to get cheese into grocery?)

Consumers will pay more for convenience

Commodity and high end can coexist

People are selective in indulgences so they're OK

Sampling is important:

- Will experiment
- Looking for risk-free sizes

Learn from Europeans re: packaging,

- Example: attractive
- Small quantities (grazing portions)

Presentation = quality (sampling support)

Single, older people want smaller portions

Cheese sections need order

Buy cheese the way you buy wine

Manufacturers must provide product convenience

- Example, wine industry

Opportunities to connect manufacturers to consumers:

- Guarantees
- People behind the product
- Small, personal company can be a major benefit

Cheese as comfort food:

- Stress relief

Cooking, when it's done, is more elaborate

How to help restaurant an owner/chef get better results from cheese?

How to approach racial/minority issues/growth?

Cheese as condiment

SESSION I - IDEA STARTERS

How to _____

I wish _____

Builds _____

1. Mild flavored cheeses, example wine analogy - mild to strong,

- BLD: regionalization

2. Need highly flavored cheese

3. How to approach "fat"?

Example, buy less, enjoy more,

or

Reduce fat by using higher profile cheese

4. Develop cheese with new flavor points

5. Buy cheese for more than the flavor

Example, the color

6. Car industry is "taste" analogy

* Looking for train of thought for cheese tastes

7. Need better communication of cheese taste:

Example, use sampling

CHEESE AS TASTE RISK

1.) Tripe - calamari rings

- In chicken broth
- Chewy, more mouth feel
- Neutral flavor
- High preparation, more interesting than food
- Italian dish
- Textural experience

Build: Cheese curds - chewy and squeaky

Snacking really fresh

- Flavored curds
- Take them out of Wisconsin
- Squeaky cheese *KID'S SNACK -*
- Baby cheeses
- Pez dispensers
- Neutralize aging process
- Parmesan curds
- Provolone curds
- Muenster curds

Build: Flavor with

- Pepper
- Dill
- Garlic
- Low fat/cultures
- Kosher curds - (New York)
- Ginseng/aphrodisiac
- Curds with oysters (Massachusetts)
- Curds in cocktail sauce

Build: Battered curds

- Need to provide secondary market for aged curds = make a meal
- Don't refrigerate = longer shelf life

Build: Home curd kit:

A. BYO/milk

B. Thermometer/timer

- Curd packaging
- Flavored curd "kisses"
- Stiffer, non crushable package, like pastas
- Everything needs integrity/~~it's~~ a positive up-sale

2.) French Kidney: (lunch)

- Broiled plain/low seasoning
- Gamey, bloody flavor
- Not like liver
- Nodules
- Flavorful
- Green veggies, bread

Build: Unembellished prep and food- proud to serve it.

- Crepe with Meat Sauce
- Hungarian fajita.
- Meat paste/minced
- Paprika

Build: Paprika Cheese

- Size of silver dollar
- "Crottin"
- Drier cheese and rich (flavor coated).
- 4-bite size.
- Flat bread/cracker/vegetable/sausage to accompaniment.
- Merchandise with colored cheese e.g. chive coated, cumin
- Could flavor all the way through in jelly roll shape, curry, basil, rosemary, lox flavor.

3.) Barbecued Oysters

- At Point Reyes (San Francisco)
- Cooked, flavored (risk-free)
- Regional/limited supply
- Broiled, infused flavors/sauce
- (BBQ is different for each region)
- Serve with baguette and lemon
- Seasoned highly

Build: Infusing Flavor into Cheese

- Like infusing tea with flavor
- Clean injection of flavor in a closed tube
- Like "smoked" brie/decream, add smoke, add back to cream
- Any herbs
- Any cheese

Build: Upscale consumers

Build: Health, medicinal, meditative

Build: Ben & Jerry's analogy

- Flavor bursts.
- Textural, also (crunch, crisp, smooth).

Build: Blending cheese to get flavor bursts

- e.g. like an Oreo - two textures
- e.g. layers of gorgonzola and marscapone
- Flavor with nuts, fruit for interesting flavor and color.
- Pesto tartar - pine nuts and basil
- Cranraisins mixed in to the cheese

Build: Refreshing flavors in cheese

- Risotto with gorgonzola

5.) My first wife's cooking:

- Dead food
- Traditional, meat, potatoes, vegetables
- Cooked poorly
- A market to serve / blandness
- ++ Stable buying market
- Can add flavors by degrees
- A tweak of flavor/change

Build: Cheese with

- Bits of tomato
- Potato chips

Cheese with

- Onion
- Garlic
- Tomato basil

Want to be included/sense of adventure is "solid" vis a vis cash flow

6.) Space cheese/ "cheese nerds"

- Cyber cheese, cheese curds
- Ergonomic cheese
- Freeze dried cheese
- Rethink cheese heads

Build: Ergonomic cheese =

- Hardy cheese
- Easy to use
- Totally accessible
- Trace energies
- Fully usable (eat rind, size, portion, flour)
- Environmentally correct - wrap in whey proteins or lactose.
- Many varieties - mild to spicy.
- Why cook it?

Build: Breakfast/ Branola cheese

- Functional

Active culture cheese

- Kefir, yogurt products
- Popular in Europe
- Digestibility
- For plus 65

Marketability of aged cheese

- Lower in lactose

Cheese that is traditionally imported is an opportunity

- e.g. need quality information

SESSION I - CHEESE AS A STEP SAVER

Added values for the cook

- French = dessert
 - Heavy cream
- Trays of variety - cheese cart.
- Pre-portioned kits/cheese as a component
 - e.g. Hamburger Helper

Flavors

- For specific dishes/recipes
- Cinnamon/apple Monterey Jack
- Hot Pepper Mozzarella for pizza
- Smoke and Bacon Cheddar for Burgers
- Herbs - combinations
- Baked Brie - complete (Love at first bite)
- Pre-portioned - size to fit situation
- Dessert - small (4 oz.)
 - Interesting outside
 - Interesting flavors

Food Service

- Labor saving/convenient
- Pre sliced/cubes/strips
- Sized for shredder
- Variety pack
- Individual portions
- Dress-up

Grazing/snack - beyond deep fried cheese sticks

For Food Service and Homes

- Nut crusted/frozen (Queso Blanca) - Microwave
 - e.g. like egg rolls
- Soft cheese in puff pastry - deep fried

Sell combos

- e.g. salsa and chips
- Put complimentary products together
- Packaged together/convenient package
- Flash frozen together
- Make easy to open and reclose and keep.
- Reusable and marked with name

Food Service wants:

- Cutting edge
 - Blends
 - Goat and cow
 - Sheep
 - Buffalo
 - e.g. Fermented cheese

Mainstream Ideas

- Fat free
- Put on rice, etc.
- Casual theme restaurants
 - Blends , mix cheese types (familiar with non-familiar /e.g. mozzarella with provolone)
- Cooking ideas for new blends needed
- Prepared and packaged correctly for use

Cheese blends for different pizza

- Four cheese with pesto
- Melting cheese with pesto, etc.
- Dried tomato
- Roasted garlic in cheese
- Black olive
- Dried tomato
- Pesto mayonnaise
- Ham/Pepperoni
- Smoked cheddar
- Jalepino Jack
- Blue cheese
- Monterey Jack with Raisins
- Roasted onions with Monterey Jack
- Mustard
- Vegetables

Cheese dish I remember:

- Pasta feta/sundried tomatoes, celery, red pepper
- Gorgonzola, pesto and shrimp pizza
- Salads - gorgonzola, parmesan
- Roquefort steak - sauce
- Swiss fondue - Paris - a kit?
 - Convenient meal from freezer
 - Combo cheese/shredded/packages
 - High quality
- Artichoke/Fontina/Provolone pizza
- Angel hair pasta with Shrimp pepato
- (Parmesan with peppercorns)

Pepato is:

- Visually great
- Slices like meats
- Shreds well
- Step saver/tastes better
- Pepato cheese - added to bread dough - inside

Added value cheese to add to:

- Pizza
- Breads - food service and consumer (premixed kits)
- Salads
- Cornmeal
- Omelets
- Pastas
- Grills
- Soups
- Desserts
- Cheese/ Monterey Jack/with Raisins
- Macaroni and natural cheese

New cheese for processed food/industrial cheese

- Salad dressing cheese (Caesar Cheese/Raisin Cheese/etc.)
- Feta dressing cheese

Dishes

- Layered eggplant, ricotta with parmesan
- Vegetable pizza - imported (real) parmesan

Sargento is breeding cheese - (big new business)

- Cutting and packaging - buy cheese/add value

One package/do all steps

- Create idea - making product - cutting - package, etc.

Re-visit:

- Reggies' pizzas recipes from last year
 - See ingredients for combo and flavoring ideas
- Black beans in pasta
- Baking bluefish/poultry - with cheese
- Potatoes and cheese/rice
- Shelf stable cheese/boxed (food service)
- Cheese spices - new flavor/flavoring opportunities
- W. 4 cheese that freezes better

Cheese soufflé - aged cheddar/blends of other cheeses

Cheese of high quality for airline industry

- In-flight cheese board from Wisconsin/for Midwest Express, the Wisconsin Airline

W-4 - fresh cheese on restaurant table/grated for me fresh, not dried/old

- e.g. like fresh pepper

The #1 cheese use - sandwich

Appetizer - will eat four times the cheese over dessert tray

- Americans will eat four times the cheese when served as an appetizer than when served as a dessert

SESSION I - KIDS/ELDERLY/ETHNIC/DECADES

I wish _____

- Musical cheese that squeaks in your mouth - that would be fun - "musical cheese"
- Edible cheese "mobiles" hanging over cream
- Cheese pacifier
- Cheese in formula
- Cheese in fun shape - Mickey Mouse

PICTURE: of extruded cheese with picture of Mickey Mouse in center)

- "Mr. Potato Head" cheese
 - Build your own creature
- Candy cheese
 - With colors
- Breakfast cereals with cheese in them

Cheese in packages I can open

- Hostess Twinkie made from something wholesome
- "Wholesome snacks"
- Dried fruit roll-ups with cheese in it

Kid flavored cheese

- What are those?

- Would they like gorgonzola

Package in single serve/variety pack/mix and match

Cheese gum!

Cheese Pop Tarts

Peanut butter and what else? Sold in Jar

Teen recipes for left alone kids

One-a-day fortified cheese nuggets rather than vitamins

Championship status

- How to link cheese to champions?

Muscle cheese

- Cheese to help build bones

- Football - bones break!

- Champions endorse

70 Year Olds

- Easy open package/easy close
- Enhance your physical abilities
- Concern about their bones
- Concern about cheese as a binder
- Not spicy/digestion issue
- Put in laxative with fruit pieces
- Double the calcium
- More Flavor
- Stronger Flavors
- Aged cheese is more digestible
- Easily digestible
- Gruyere in easy open package
- Rethink fruit and pectin added
- Active cultures - Kefir
- Easy open/close packages
- Smaller sizes/single servings
- Stronger flavors
- Digestion
- Easy to chew/spreadable? (Aged cheese easier to digest due to being broken down)

70 Year Olds (continued)

- Binder worries
- Fat
- Spicy concerns
- Bone mass
- Legible print/or package talks to you
- Spokesperson as a peer/AARP
- Scannable
- Real thing - the way real cheese used to taste
- If you want Limburger, Liebercrantz
- Mail order - these people have money
- Shop at home

Decades

- Church-goers
 - Bingo cheese
 - Monastery cheese
 - Locally made with local order
 - Cheese traditions

- Surfers

- Health and nutrition

- Fortify cheese

- Ginseng - helps all bodily functions

- Asians?

Executive Cheese

- Hate current grocery stores

- Wants to experiment

- Graze

- Major purchases of cheese, wine and bread

- Connect cheese with wines

Wish: Cheeses that were full flavor

- Fresh mozzarella

- Aged Parmesan

- Making better quality existing varies

How to help merchandise with complimentary products

- Educate retailers

- Label cheese to go with which wines

Quality

- Wensley cheddar
- We are fighting "HoJo's" quality perception since we're from Wisconsin
- Why can't we match/exceed international cheese quality.
- How to build on our equity as "American Cheese" capitol?

Cheeses for courses:

- Dessert
 - Stilton
 - Double Gloucester
 - Combo is called "Huntsman"
- Appetizer

Cheese = butter and cream and texture

= flavor delivery

Full flavors

- Age, culture, mold
- Consistency is needed!
- "Poetry"/different feeds, grasses
- Fed on chives = onion flavor
- Copper vats - red spruce boards
 - Accelerated aging

Blue

4 year aged cheddar

Add ingredients

- Herbs, spices, chili, fruits, mushrooms, nuts
- Surface smeared
- Smoke

Beaux Villages experience says we can't brand it as a whole.

Ethnic

- Asian
 - Chinese, Japanese, Taiwanese
- Sell it in Asia!
- Sell it as "American"
- Meatloaf/mashed potatoes
 - Cheddar
- New American/Heartland cheese to go with new American food.
 - Replace Tofu
- Sushi cheese instead of fish
 - Fresh, squeaky cheese
 - ++ Food safety idea
 - Japanese - sesame, ginger

Japanese Pizza

- Red Bean Paste
- Wasabi, bean sprouts
- (Put in the cheese) ginger, sesame
- Mild Cheese with these ingredients in them so pizza easy to make
- Higher acetate = more flavored butter
- Better tofu
- Aged bean curd
- Pizza Cheeses
 - Put the onions, ingredients, pesto, etc. in the cheese
 - Blend of cheese
- Cheese as the carrier of flavors for ethnic dishes
- Cheese wrapped around ingredients
- Flavored butters

Hispanic

Black Ethnic

- How to get to them given lactose intolerance
- Aged cheese more digestible
- There is almost no lactose in cheese!
- Have Michael Jordan tell them!

Wisconsin

- Full flavored
 - "Lactose-free"
- Any aged cheese will do
 - Gruyere
 - Muenster
 - Cheddar

2nd and 3rd Generation of Ethnics

- "Foods from home"
- Irish
- Queso Fresco
 - Top tomares
 - A type of pasta
- Soft string cheese
 - Queso Fundito

"Floribbean"

- Cross Florida with Caribbean
- Jerk sauce
 - Tropical fruits - Mango and Papaya
 - Fresh fish
 - Sweet and sour (chutney)
- Mix QB with papaya and chiles so can put in tortilla and make QQ already

European Cheeses

- "Take me back home"

Mixed Milk Cheeses

- Sheep
- Goat
- Cow
- Blends

SESSION II - IMPLICATIONS AND IDEAS

Good ways of looking at the world

Idea:

- Anchovy cheese spread

Creating new cheeses

- "New positioning"
- Cheeses as something else
 - e.g. car polish
- Cheese as carrier as flavor
 - e.g. package next cheese and chips with high flavor
- Grow veggies with cheese
- Casein is used
- Rethinking/retooling
- How to create cheese without whole milk?
- Milk component to lessen cost
- Sell some parts of cheese for other uses
 - Example: Neutraceuticals

Milk Fat/Using Less

- Have excess of milk fat
- Delivers flavor
- Form, functionality and energy
- Pleasure and function
- Add milk fat to other seasonings and structure
- Desire better quality

Cross between cheese and butter

Create new food "globus"

- Corn, rice, milk fat, flavoring, casein package
- Packaging cheeses with compatible foods:
 - Cheese with macaroni and cheese components
 - Caesar salads

Make cheese fun:

- Needs more indulgence
- Fluff it, flavor it, etc.

Make cheese more addictive

- Like potato chips

Build: Revisit pocket picnic

- Power Bar (the good stuff)
- How to extend cheese to have a "Soap" casing

Cheese Jelly

String cheese/meat inside

Dry and reconstituted for health

Build: Cheese instant breakfast

- Cheese granola bar
 - Coated with crunchy oats

Build: Cheese lace/crisp

- Fat renders out
- "Cheese chips":
- Philo cheese cracker

Build: Sweet cheeses

- Add sugar to soft cheese
- Brown sugar
- Spray can to make cheese lace
 - Bake it

Build: Dulce de leche

- "Cajeta"

- " Gjedoste"

Build: Fruit rollup with cheese

Adult?

- Fruit paste and cheese

How do we crisp apples and aged cheddar?

- Cheese dips apple

- Apple dips

- Cheese-apple chips

What people don't like about cheese?

- Fat

- Protein

- Lactose

- Smell

Media is driving us

Cheese distribution is limited

Why people buying specialty cheese?

- Not widely distributed/delivery problems
- Go around the distribution
 - e.g. direct mail

Need hierarchy

- Use
- Flavor or variety
- Price

+ Neo-authenticity

- Micro breweries analogy

+ New authentic cheese

- Imagery through packaging
- Bottle graphics and shape
- Beer of the month/cheese of the month

Idea: Micro Cheese Makers

- Need to protect uniqueness
- Deliver with of specialty cheese
- Personality
 - Character/Wisconsin imagery

Individuality at the cheese factory

- Sourcing definition
- Real
- Personal
- Fun

Roth-Kase: USA Limited

"Unique cheese of uncompromising quality"

- Gruyere
- Hard Cheese
- Havarti

Blaser's quality cheese products

- Natural flavored cheese
- Muenster
- Brick
- Cranberry Muenster

Quality cheese with a household name with value added ingredients with uncompromising packaging and ingredients

Auricchio/no novelty in the cheeses we make

Serious cheeses, authentic

- Provolone
- Parmesan
- Italian cheeses
- Gorgonzola
- Mozzarella

Specialty cheese Co.

Make the most primitive, authentic cheeses for America's ethnic minorities:

- Hispanic
- Middle Eastern
- India

Churny:

Innovative leader in specialty cheeses

- (R&R Cheese Co)
- Cow's milk Feta
- Italian
- Processed
- Rondole/spreads

Build: Develop personalities off of themes to create impact for Wisconsin cheese industry

Cheese for the Chefs

- Adds flavor +
- Missing quality of European cheese
 - Focus on quality (distinct flavors vs. bland)
 - Cheddar is a gap: *more unique flavors
 - e.g. look to England for variety

Opportunity for English - style cheddar's

Soft ripened cheeses:

Hesitant to communicate deficiencies

Washed rind cheeses:

- Not being delivered
 - Limburger
 - Bricks/are superior and outstanding
 - Need for other varieties

Aging process could be developed sold to young

*Very important

- Cheese adds flavor

More flavorful cheese

- e.g. quality of milk
- e.g. aging

Cheese for the chefs (continued)

"Specialty Dining" market resists Wisconsin cheese

- Build cheese boards
- Craftsman
- They want specialty cheeses * less than 1 pound
- Smaller packs/presentation

Not "heart healthy" (perceive that they can't have it)

- Lack of news
- 1-800-CHEEZ-ME
- Build specialty pack
- Can't overlap the marketing with bulk market

Entrepreneurial Restaurants

- Deronas
- Beard Restaurants
- One - off's
- Ambria
- Trotters
- Non-corporate
- Bayliss

Airlines

- Flavorful, palatable
- A flavor medium
- Want to give integrity food
- Timeline shortened to 6 months
- Bad cheese is evident
- *Concentrated flavor is a plus
- Table cheese primarily at banquets
 - Cheese board =
 - e.g. various shapes/sliced
 - Height/texture/drama
 - Cheese as ingredient (good shelf life)
 - *Shredded in buckets, etc.
 - *What's missing?
 - Goat cheese - doesn't melt
 - Flavored bries, etc.
 - Little cheeses/hands -on
 - OK to do 30/70 blend goat's and cows milk

Build: Two types of specialty cheese

- Bulk
- More "hand-work"/Cheese cart
- Demonstrate it's special flavorful characteristics in "smaller" presentations

Build: Marinated cheese

Build: Specialty cheese in special forms

Cheese again being served as a "course"

Build: Cheese cart classes

- (4 oz. and under) line
- Specialty cheese definition differs for restaurant/chef
- e.g. cheese authenticity, small, individual cheeses
- Sign every cheese, like the traditional steak signs ("in a specialty cheese pack")

SESSION III - IMPLICATIONS

1. Flavoring traditional bases
2. Regional differentiation:
 - for Wisconsin?
3. How to develop/leverage Wisconsin imagery
 - Analogy: California wine
4. Table vs. cooking cheese
 - Table = presentation important
 - Cooking = too generic?
5. Levels of ideas:
 - Boutique
 - Farmstead
 - Specialty
 - Cheese and product development
- * Important opportunity:
 - Imports do no Food Service
6. Specialty products can be pre-packaged to bulk form
7. Use Chicago network for testing new products

SESSION III/IDEAS

Comfort

1. Feeding cheese to crawfish or veal

- To fish
- Make cheese into fish food
 - e.g. dried whey

2. Crawfish as comfort

- Creole cooking
 - Louisiana
 - French undertones
- Blend of colors
- Comforting ingredients
 - Beans, rice, sausage
 - Cast iron pots - 1 pot stews
 - Crayfish/seafood/oysters
 - Venison - fowl/game
 - Tomatoes/saffron - French

Crawfish as comfort (continued)

- Spicy Food:

Saffron

Chilies

Bell Pepper

Cajun Seasoning

Hot Sauce/tobasco

Scallions

Cream/butter

Andouille Sausage

3. Ideas for cooking/for table (Creole)

Build: Andouille sausage cheese

- Add Cajun seasoning
- Gumbo cheese
- Cumin cheese ("hint of") jalapeno

What "natural" flavorings (used today?)

- Soy sauce
- Milder bell peppers
- Poppy seeds
- Dates, raisins
- Herbs, spices, scallions
- Sage, rosemary, basil

4. Italian Cheese

- Pesto cheese
- Great cooking quality
- Sun-dried tomatoes
- Roasted garlic cloves
- Flavored oils/infuse the cheese with all flavors

Build: Softer cheese

- Muenster
- Jack
 - Would take on colors
 - Would take on subtle flavors

Advantage:

- * Oil is preservative
- * Good shelf life

5. Buttermilk Cheese

- Can enhance flavor of cheese
- Healthy connotations?
- Ricotta style

6. Kefir/yogurt drink

7. Pasta cheese

- Creamy , meltable
- Flavorful/herb ideas

Build: Alfredo Cheese

- Fake Parmesan "Parmari" (Tony, trade marked)
- Marinara Cheese
- Primavera Cheese
- Kalamata Olive Cheese
- Roasted Garlic
- Roasted Cheese

Build: Roasted Cheese

- Fancy Havarti cheese/gets crispy
- The smoky, burnt flavor of roasting
- Use a hard Italian cheese
 - Ex. Roasted Romano
 - Roasted Parmesan

8. "Smoked" Preparation

- Smoked onion cheese for soups, etc.
- Potato skins
- Smoked onion skins

9. How to produce other cheeses for soups, etc. with different melting attributes?

- Melt better than gruyere with Swiss flavor
- Could be pre-sliced
- Call it "French Onion Soup Cheese"

10. Potato Skin Cheese or bacon, scallions

- Saves time and waste
- Makes preparation easy
- Potato Topping Cheese
- "Signature " cheeses - (make it micro)
 - Great concept for Wisconsin
- Sour cream and chives cheese
- Ranch Dressing Cheese

11. "Grilled" Cheeses:

- * Use flavor essences
- Microwaveable grilled cheese sandwiches

12. Cheese Snack Paks:

"Ready to serve" cheese board

- Use partner/strategic alliance
- Look at wine industry for help
- *Cheese board has to be quality and consistent.

Cheese Snack Pak (continued)

"Regional Distinctions"

- *Quality of milk
- *Characteristics of milk
- Feeds (corn silage, hay, grass - Wisconsin)
- Large farms, cheap feed - California
- *Jersey farms and Holstein blends
- Pay premium for the milk
- Wisconsin has consistent feed
- Because of the way Wisconsin farms farm (California is quantity vs. quality)
- California has large herds
- Wisconsin has smaller herds
- *Feed affects the flavor of the cheese
- Wisconsin cheese is not as mass produced (vs. California)
- California "we dairy"
- Wisconsin "we farm"

WSCI cheese makers: (uniqueness)

- Smaller nature/smaller plants
- Big plants commingle (Berriags vs. Cakebread wineries)
- Cheese makers are from Europe in Wisconsin
- (California does not have this tradition)
- Communities make up "melting pot"
- Farm is roots of cheese industry
- German, etc. heritage has deep roots
- Wisconsin cheese is analogous to Napa/Sonoma wine industry
- Cheese makers and farms are fiercely independent thinkers

SESSION III - BUILDS

1. Make cheese less "scary"

- Need for information
- To stimulate development

Build: Strawberry cobbler with Marscapone topping (need familiar formats)

SESSION III - IDEAS

Positioning/Image)
Product Changes) Ways to think about new cheeses
Packaging)

Vegetable Entrees-Part-time vegetarians

- Health issues
- What else do vegetarians watch in diet
- Distinctively different cheeses
 - Milk from cows eating certain grass/diet
 - Magic milk
 - Natural signals
 - Organic milk

Solely "organic cheese" natural image; balance of nature

Not heavy/lunch

No organic specifications for cheese today

Need source for organic milk for vegetarian dishes

- Pre-caramelizing cheddar
- Treating basic cheeses to provide new flavor
- Present recipe ideas

Cheese for Vegetarian Entrees

Packaging ideas

- Risotto with the right cheese in the right form
- Partially prepared for convenience
- Add milk, and it's ready to heat
- With organic mushrooms, etc.
- Search out restaurant menus for commonalties
- Seek out quality regional pasta manufacturer and partner for quality pasta and cheese
- Trade up
 - Replace processed goo with quality
 - Authentic cheeses
 - Real cheddar
 - Fresh mozzarella

Restructuring Cheese-tailor cheeses for functionally

- Make it easier to handle (melt)
 - Moisture levels
 - Type and strength of Renet
 - Set time
 - Look at all basic cheeses; start with cheddar
- Redesign cheese - use only milk from summer grass, not silage or special mix silage for special milk to control cheese taste - specialty cheese
 - Mixed grasses to obtain desired cheese taste
 - e.g. onion/garlic
 - e.g. summer butter/cheese
 - e.g. Ricotta cheese (cough drops)

Cheese with fruit/juice

Good Properties of red wine put into cheese

- Soak cheese in red wine
- Wine washed cheese
- Swiss cheese rubbed with red wine
- Open curd cheddar - soaked in wine (port)

W.4.- Daily vitamin cheese - Flintstones

Rainbow colored cheese curds

Adult snacks

- Soft and spreadable cheeses with unique flavors
 - Plus flavored herbs, fruit, etc.
 - Size up for large groups
 - Sized small for individual
- Reposition cheese fudge
 - Healthy treat
 - Fortified
 - Sweet/decadent
 - Flavor/natural
 - Fondue

Restructured Cheeses

- "Easy melt" cheese
- e.g. cheese curds that melt
- (Superior) melting/premium
- Even melt/stays melt
- Doesn't separate
- Doesn't brown
- "Bakers cheese"
 - Maintains flavor when cooked
 - Even enhanced flavor
 - e.g. cheddar that tastes like cheddar when cooked even bread

Restructured

- To remove the bad fat
- No cake cheesing - Anticaking - natural way without agents

Adult Snack - 2 year old cheddar string cheese

- Tasty string cheese
- New flavors; pepper/herb/etc.

SESSION III - ADVENTURE/RE-PACKAGING FUNCTION

Return of cheese cart - cheese as a course

- Cheese as a stand alone
- Cut in attractive and novel ways
- Presentation
- Need to educate what it is, how to eat, what to eat it with
(put information in the box)
 - Consumers/wait staff
 - *Package/suggest what cheeses what to eat with what
 - Cheese as a finish/last course
- Cheese with flavor
 - How to stimulate demand for new varieties
 - Educate chefs with complements/serving suggestions
 - Cheeses with uniqueness
- Prepare cheese curds with info on how to eat/what to complement each cheese

How to make cheeses that are new to me easier/less scary

- Pronounceable names

To make unique foods less scary, pair them with common foods

Develop cheeses that make the common, exciting; e.g.

- Burger
- Pizza
- Grilled Cheese
- Lasagna
- Fusion cooking
- Apple pie

Using cheese in a recipe is like using cream and butter in the recipe

Dessert Cart

- Cheeses that go on the cart

What about a cheese cart

- Wheel it out and explain it
- Small size, high flavor, educational materials

Dessert Cheese Options

- Strong flavor
- Dips
- Pair with fruit and drinks
 - Stilton with port
 - How to make cheese sweet so feels "dessert-ish"
- or
- How to make non-sweet cheese OK for dessert
- How to make cheese a good complement for making familiar foods.
 - Repack labels in 40# block
 - Pizza - allows spices/strong - e.g.
 - Brie and blue
 - Strawberry cobbler with Marscapone
 - Parmesan
 - Tell 'em how to grate on what machine
 - Product information
 - Tell me feature, fact, benefit
 - Cut to fit use for pre-topping; e.g.
 - Pizza slice
- Resealable bag or bulk sizes
- Make it fit the standard size sheet pan

*Portion a cheese to go
with coffee*

- Burger - Presliced, natural, round Bleu, Jack, Pepper Jack
- Burger fillings
 - Cheese fillings shaped so it fits inside
 - Pizza
 - Consumer asks for their own mix of cheeses
 - 3 cheese pizza
 - Variety pack of:
 - Pre-crumbled, diced
 - Creole - no Mozzarella; Jack, Feta, Muenster, Brick , Asiago

Grilled cheese. tell them how cheese melts at what temp

Pre-mixed line

- Blend of cheeses
- Blend of cheeses and spices
 - Greek
 - Japanese
 - Mexican

Cheese for pizza (savory and mild)

- Color

- Cheddar

- Melt

- Mozzarella

- Fontina

- Brie

- Muenster

- Monterey Jack

-Texture

- Feta

- Ricotta

- Blue

- Flavor

- Blue

- Gruyere

- Parmesan

- Asiago

- Goat

Give what temperature/time on what ovens at what distance

Burgers 3 cheese blends - add +15cents for cheese topping with "natural" cheese (8 cents profit)

Pasta

Potato toppings

Rice

Lasagna

Shape/form

- Pre-shredded

- Pre-portioned

- Pre-mixed blends

 - of shreds

 - of "patties"

Dessert

- Color

- Texture

 - Devon cream

 - Cream Fraiche

 - Marscapone

- Melt

- Flavor

* Cheese made into Lady Fingers size and P/P it in

- Chocolate
- Raspberry

Cheesecake

- Chocolate
 - What cheese blends
 - Blue cheese, ricotta, caramelized onions, balsamic vinegar, pears

Pie

- Aged/sharp cheddar
- Color
- Presentation
 - Fancy cut!!
 - Rosette
 - Sell the rosette cutter with it

Dippers:

I wish I could serve

- Fruit "Cookies and Cream"
- Apple Pie and aged cheddar
- Dessert fondue
- Guerye, Swiss. Flavored cheeses, raspberry marscapone
- Dippers of fresh fruit
- Apple/orange
- Cookies
- Lady Fingers
- Cube of semi-sweet chocolate
- Seasonal fruit

Dippers - appetizers

Bar Food

- Gorgonzola
- Fried cheese
- Fondue - pre-blended cheeses
- Blends for dipping - bread sticks and pretzels
- Blends for nachos
- Quesadilla blends
- Can be microwave at the bar to serve hot

Ramekin - small ceramic dish

Natural prepared cheese sauces

Raclette

Baked cheese in a ramekin blend and serve hot with bread

Baked Brie

- In phillo dough
- With slivered almonds
- "Light/mild" flavor

Baked baby Gouda

- Soft-ripened
- Muenster with soft shell and mush inside

Torte; combine in layers

- Mascarpone, brie, fruit
- Soft - cheese in middle
- Hard - outside

SESSION IV - NEW IDEAS

1. Dried seasonings (cheese based)

- Recipe for ethnic?
- Flavor packets
- Alfredo, Saffron, Milanese
- Dried veggies and herbs
- Pilaf
- Raisins and nuts
- Cranberries
- Potatoes/rice
- Pasta Shake

Build: Thai

Build: For fish

Build: Individual packets (out of box)

- *Inventory the packets on spice racks

Build: *Sauces - semi-wet

- Bechamel - based
- Add to sauce
- To carry cheeses and seasonings

2. Cheese as carrier of vitamins

- Cheese curds vitamins
 - "One-A-Day"
- Active culture for digestion
- Calcium fortified cheese put 100% RDA vitamin

Breakfast cheese

- Slice cheese in bagel shapes with hole in the middle
 - "Bagel cheese"
- Packaging:
 - Peel back plastic lid like bologna package
 - Package like lunch meat
 - Peggable
 - Cheese like lunch meat

3. How to make/package out 1/2 bagel and cheese

Build: - Look at bagel dogs as example

Build:- Breakfast items that are cheese burrito for breakfast

Build:- Continental Breakfast

- Hard cheese/bread

Build:- Fill Swiss cheese eyes/ holes with aspirin

- Incorporate specialty cheeses into portable omelets have it hand held

4. How to reconcile high end/low end?

- Is the taste delivery good enough? (low end)
- High quality in small amounts
- Give more of what if you go to cheese for in concentrated form
- Flavor cheese bullets

5. Capitalize on weaknesses of the two markets.

6. New cheese avenues

- Airlines looking for products
- New packaging/or portioning
- *What land of products can Wisconsin create for airline industry?

7. An organized effort to develop Wisconsin - specialty section

- Organize mix of products around the retailers need.
 - Target specialty markets
 - Cheese boards for restaurants

8. I-Now-I-Cheese:

- For chefs to cook for custom made cheese
 - Work with students (culinary) early

9. Develop a little cheese maker who just makes custom cheese

- Start a business for this:

- Have a pool of cheese makers
- WSCI fields the phone calls
- Available for "I am looking for this type of cheese"
- Wisconsin specialty cheese - direct mail catalog
- Look at Wisconsin passport
 - Do it by area in Wisconsin
 - J. Peterman catalog
- 100% guarantees and return to WSCI if not satisfied
- "The Wisconsin cheese experience"

10. Wish for cheese factory touring to have the cache of Napa vineyards

- Showcase best cheeses in places like airports, etc.
- Need to identify the barriers

11. American Cheese Society

- Coming out with directory and it will be on Internet for product sharing.

Dan's Top Take-A-Ways: Day I

1. More age/stronger flavors
2. Contrasting textures
3. Global cuisine's
4. Market to immigrants
5. Smaller, convenience size
6. Designer foods
7. Desserts, cheese trays, appetizers
8. Micro Marketing
9. Integrity

TOP PROMISING IDEAS

- (6) 1. Consumer friendly packaging for retail
 - Reseals and tells what cheese is
- (8) 2. Smaller (trial) sizes to reduce risk
- (4) 3. Blend kits for food service
 - Blend/grid kits and portions
- (5) 4. Create more of world's great special cheese in Wisconsin with high standards with quality assurance
- (2) 5. Better for food service packaging
- (6) 6. Restructured cheeses:
 - Flavors or properties
- (2) 7. Cheese as flavor carrier
 - Ethnic
 - Food partnering concept
- (3) 8. Adult string cheese
 - Adult cheese snacks, form and flavor opportunities
 - (also laudable concept cheese and accompaniments)

(7) 9. 800/Internet for Wisconsin manufacturers for sourcing a product or to inform market

- Professor Cheese

10. Brochure idea - what you see is what you get inform the end user in case or wait staff

(3) 11. Cheese nerds/curds

- Rainbow colored curds

- Cheese lace

- Fennel cake cheese

- Includes energy theme

(3) 12. Positive nutritional information

- e.g. lactose - free cheese

- Energy

(3) 13. Develop international market for high quality image of Wisconsin Cheeses

14. Connect Wisconsin cheese image with tourism

WISCONSIN SPECIALTY CHEESE INSTITUTE

NEW SPECIALTY CHEESE CONCEPTS

END-USER FOCUS GROUPS

and

INDIVIDUAL INTERVIEWS

OCTOBER 26-27, 1994

CHICAGO, ILLINOIS

SUMMARY OF FINDINGS

NOVEMBER 10, 1994

**Submitted by:
Growth Marketing, Inc.
575 North Ferndale Road
Wayzata, MN 55391
(612) 473-2231**

OBJECTIVE

The overall objective of this research was to:

- Obtain end-user (consumer and professional) response to 36 new specialty cheese concepts.
- Conduct an initial screening of ideas and identify those with potential to move forward in continued development.
- Obtain end-user direction for concept building.

METHODOLOGY

Research Methodology:

- Three end-user focus groups were conducted; one with manager/chefs employed by casual dining restaurants and two with female head of household.
- A total of 31 end-users attended the focus groups.
- A total of 36 concepts were evaluated; Group I (chefs) saw 18 concepts; Group II (kids at home) saw 19 concepts and Group III (mixed family) saw 17 concepts.
- Each concept was rated as a "will buy" or "not buy" at a reasonable price; concepts were sorted into "yes/no" piles after all were discussed and then each end-user picked and ranked his/her top five ideas from the "yes" pile.
- Four individual interviews were conducted with chef/owners of high-end, fine dining restaurants.
- Each chef was asked a series of questions related to cheese use, needs and availability and verbally exposed to several new ideas from the WSCI.

GENERAL LEARNING

FOOD SERVICE - CASUAL/THEME DINING

- Casual/theme restaurants represented were Old Country Buffet, Houlihan's, Denny's, Ann Sathers, TGIF, Bennigans, SBarro and Ponderosa. All respondents were the chefs or managers of these establishments.
- Individual "store" chefs have very little flexibility when it comes to new/non-standard ingredient usage. However, there is individual testing of recipes that, if proven successful in a single restaurant, can be submitted to corporate for more "store-wide" testing.
- Cheese is a major ingredient item and commodity cheeses are the type purchased.
- Most of the casual restaurant chefs were very responsive to ideas that would save them steps, labor (theirs or others in their kitchen) and/or make a recipe more consistent.
- When asked about problems they currently have with cheese as an ingredient, they responded with the following:
 - Cottage cheese has only 3 day shelf life and only comes in 5 lb. containers, which are too large to maintain freshness.
 - Wish that cheese came in resealable bags.
 - The "ends" of cheese "logs" are a big waste.
 - Bags are very poorly code dated and each needs to be clearly and individually dated.
 - Desire longer shelf life of cheese without loss of flavor.
 - Need easy reclose and resealability.

General Learning-Food Service-Casual/Theme Dining (continued)

- When shown the umbrella concept statement prior to exposing the individual ideas, there were these comments:
 - It looks like the industry wants our business; will help us to save labor.
 - Looks exciting, but will it be cost effective; new flavors are a plus.
 - What else could they come up with? How will these cheeses fit in with all my other cheeses?
 - Sounds expensive, high end and not mainstream; also not value-conscious; expect high cost; need to stay within current pricing guidelines.
 - We only have limited amount of cooler space; don't really need more new cheeses; more inventory to manage.
 - "Wisconsin" is not really relevant; don't typically look at where cheese comes from; customers don't care about Wisconsin, they only care if cheese is real and good tasting.

GENERAL LEARNING

FINE DINING

- The fine dining restaurants represented were Frontera Grill, Gabriels, Jimmy's and Prairie. In all cases either the head chef and/or owner was interviewed.
- All restaurants use cheese in recipes and occasionally as a cheese course (but to a fairly limited degree). Some is used for desserts.
- These establishments use less of the commercial grade, bulk cheeses than do the casual/theme restaurants. Cheese appears to be used less liberally and more specifically than is typical for chain restaurants. Therefore, the need for very large quantities with high convenience attributes is very low.
- A major problem with specialty cheeses is the lack of a good distribution system:
 - "99% of the problem is finding the distribution...getting the product".
 - "...shipping and distribution is high priority".
- However, the chefs felt high confidence in the resources they use to source specialty cheeses, such as European Imports, Heartland Trading and Wild Game Company.
- The criteria for choosing a specialty cheese is a combination of quality, taste, consistency, variety, price and presentation. Most regard quality (taste, consistency) and presentation to be of the utmost importance.
- All of the chefs prefer specialty cheeses to be presented and packaged to enhance their specialness and authenticity. They should look hand-crafted, hand-wrapped (just wrapped in "white butcher paper" was fine with one chef, as long as it's good), "European" (meaning small amounts, artistically presented), as though they come from "small batches" (not mass produced).

General Learning-Fine Dining (continued)

- Restaurants with menus that emphasize the "American approach" to food and use local, regional and/or domestic (American) ingredients, were more likely to use cheese from Wisconsin. Prairie, Frontera and Jimmy's in particular are committed to using local and/or regional ingredients and have all at some point used cheeses from Wisconsin.
- Wisconsin can produce valid "authentic" cheeses (according to these chefs) of most any types. The cheese must be made in an "authentic" way (not mass produced) and meet quality/taste standards when compared to foreign sourced products.
- Frontera/Zinfandel is fully committed to using domestic cheeses and has a wide network of cheesemakers all the way from California to Texas to Wisconsin. This chef, in particular, works closely with his network of cheesemakers, as long as they can provide the consistency he demands, and as long as they can respond quickly (he changes his menus every week). His criteria are: tradition, authenticity, specialness, artistry and craft. He appreciates the history and the "stories" behind a particular cheesemaker/cheese and will pass tidbits of this along to his customers.
- Prairie uses a variety of cheeses from Wisconsin as they fit his desire to source from what's available domestically and locally; mozzarella brick, smoked white cheddar, apple smoked Gouda; Fantome goat cheese; etc. He often uses 6-8 cheeses on banquet cheeseboards and likes to tell customers "fun facts" about what they are and where they are made ("people are interested in origin and history". He is interested in new (albeit not exotic) varieties, however, it is very important for the restaurant to offer what is unique and not available "at the restaurant next door".
- Prairie is located in a Hyatt Hotel and, therefore, serves breakfast and lunch from rather traditional menus. These recipes use familiar commodity cheeses and he was receptive to new cheese flavors which may incorporate other ingredients.
- Jimmy's will use domestic cheese as an ingredient, if the quality and consistency are high. The regional influence to cooking is becoming more important to this restaurant and they are interested in using more local/regional cheese. Currently specialty cheeses are used for special salads, appetizers and in some entrees.

General Learning-Fine Dining (continued)

- Gabriel's has a fairly contemporary menu that reflects both Italian and French traditions. He is dedicated to using the best cheese available and so far, has found the European cheese higher quality and more appropriate for his recipes. However, he has also happily used Stella Gorgonzola and Laura Chenel goat cheese. He uses only white cheese and no yellow cheese such as cheddar. He is interested in domestic products and would taste and consider trying them if it was convenient.
- All of these chefs are extremely busy and cannot be reached through standard methods of communication. However, it was suggested that when WSCI "has their act together" an informational article be published in "Food Arts". This is the magazine that each of these chefs said was read by them and their comrades.
- Other avenues of communication were suggested:
 - Sell to gourmet food shops at the Specialty Food Show.
 - Chicago Farmer's Market at Ravinia.
 - The newsletters of American Institute of Food & Wine; and the James Beard Foundation.
 - Jimmy Rohr said he would be interested in receiving the "What's new in Wisconsin" newsletter from WMMB.

FOOD SERVICE

IMPLICATIONS FOR NEW PRODUCTS

- Casual/theme/chain restaurants need and look for labor saving, convenience enhancing methods for food prep. Ingredient use/prep must relate to the lowest common denominator in the kitchen (KISS). Therefore, they are most interested in cheeses that help them reduce waste, enhance storage and inventory, and come in quantities and batches that are easy to use.
- Casual restaurants are also interested in new cheeses that can easily and economically enhance a dish (Cheese Crumbles; Caesar Cheese; Roasted Garlic Cheese); can make new dishes quickly and conveniently (Alfredo Pasta Cheese; Baker's Cheddar); or can add a twist to a dish that they can then "charge up" for (Caesar Cheese; Organic Cheese).
- The fine dining chefs are interested in true specialty cheeses...those that equal or better European or other imported ethnic varieties; or in domestic varieties with strong overtones of tradition, artistry and craftsmanship.
- The fine dining chefs can be urged to taste and use Wisconsin cheeses, but the avenues to reach them are not standardized and are often very individualistic. However, the "chef's" network is a tight one and word of mouth can be quite impactful.
- The fine dining chefs creating "American" foods (even when it's an "ethnic" restaurant) are those most likely to be interested in some of the WSCI new product ideas. For instance, cheeses infused with seasonings and flavorings appeared interesting ("infused" is important); or cheeses and/or spreads laced/blended with flavor/seasoning specks.
- Cheeses meant for the cheese course would need to be equal to or better than what is now being offered, which are basically European varieties.

Food Service-Implications for New Products (continued)

- There may be an opportunity for WSCI members to attempt to customize specialty cheeses for some of these restaurants, since many of these chefs have such highly particularized and unique ingredient requirements and menus. This may be an opportunity for the smaller members who offer the more specialized varieties of cheese and have flexibility in production and packaging.
- To the fine dining chef the State of Wisconsin Seal appeared to mean "bland taste" and "mass produced" rather than "high quality standards". An opportunity may exist for the WSCI to have a "mark" to co-exist with the state seal which signifies "authentic/handmade production methods" and that the cheesemakers personally guarantee the production.

GENERAL LEARNING

RETAIL CONSUMERS

- Households that consume cheese as a regular food purchase many types and forms of cheese; having four or more different cheeses on hand at all times was the norm rather than the exception.
- The presence of children in the home has a major influence on the amount, type and form of cheese on hand:
 - Kids snacking on cheese was a major behavior.
 - Cheese dishes for kids had influence on family meals.
 - Kids tend to prefer bland, yellow cheese which then gets consumed by all family members.
 - "If it has cheese on it the kids will eat it".
 - Kids tended to become the cheese gate keeper.
- Moms are very accepting of cheese as a snack since it provides protein and calcium and it is definitely better for them than junk food alternatives:
 - Shreds are often eaten by kids as a snack, although purchased for non-snack uses.
- Group III women had fewer children or older children than Group II and therefore, the cheese choices were more adult oriented:
 - Adults choose more specialty cheese types.
 - These women were more experimental in trying new cheeses.
 - Specialty cheeses were definitely part of any special occasion or entertaining situation.

General Learning-Retail Consumers (continued)

- Most cheese was purchased at the supermarket, however, several women in Group III went to specialty stores for cheeses that were used for specific recipes (deli, Italian, cheese).

RETAIL

IMPLICATIONS FOR NEW PRODUCTS

- Specialty cheese use appeared to be on the increase as new recipes were tried and away from home introduction brought familiarity:
 - Both groups of women were frequent users of chihuahua cheese which appears to have recently moved into mainstream.
 - Building on out of home experiences is an opportunity.
- Snacking cheeses for all family members is an area to pursue with new forms, flavor and packaging.
- Cheeses developed to provide added taste and easier to use in everyday cooking are well liked and in demand:
 - Ingredients.
 - Toppings.
 - Salads.
 - Pastas.
- Cheeses positioned for specific uses were winners (pasta, salads, etc.).
- New cheese flavors work as long as they make sense:
 - Infused flavors were accepted.
 - Polenta cheese was not.

Retail Implications for New Products (continued)

- The idea of calcium enriched cheese had appeal because calcium is one of the reasons cheese is consumed; it's a natural build on an existing benefit:
 - Iron enriched cheese did not make sense and therefore was rejected.
- The women were very skeptical of price; signals of gourmet/specialized said high price which was a problem:
 - Single additions to cheese and familiar flavorings were accepted, don't cause a high price expectation.

CONCEPT ACCEPTANCE

Each focus group was shown a different combination of concepts for evaluation. The next page consists of a legend of which concepts were shown to each group. The circled concept numbers indicate the ideas in each group that had the greatest appeal when the "best" pile and the "top 5" rankings were combined. The following page provides the actual numbers for each concept. Eighteen (1/2) of the concepts were shown to two groups, while eighteen (1/2) were shown in only one group.

New Cheese Concepts Legend

Group I (8:00 am):

- ① - Cheese Crumbles
- ② - Caesar Cheese
- ③ - Alfredo Pasta Cheese
- 5 - Sweet Cheese Sticks
- 8 - Oil Marinated Cheese
- ⑩ - Select Sandwich Cheese
- 14 - Wisconsin Cheeseboard Specialties
- ⑮ - Cheese Cart Morsels
- 16 - Wine Washed Jack
- 17 - Cheesecake Cheese
- 20 - Wisconsin Vintage Cheddars
- 22 - Cheese First
- ⑳ - Roasted Garlic Cheese
- 24 - Gourmet Pizza Cheese
- 27 - Wisconsin Signature Cheeses
- ⑳ - Bakers Cheddar
- ⑳ - Organic Cheese
- ⑳ - Pre-Blended Cheese for Professionals

Group II (10:30 am):

- ① - Cheese Crumbles
- ④ - Breakfast Cheese
- 5 - Sweet Cheese Sticks
- ⑥ - Festive Cheese Curds
- 7 - Breakfast Cheese & Granola Clusters
- 9 - Wisconsin Beer Cheese
- ⑩ - Select Sandwich Cheese
- ⑪ - Hot Cheese Curds
- 12 - Breakfast Cheese Bar
- ⑬ - Zesty Cheese Spreads
- ⑱ - Calcium Rich Cheese
- 21 - Cheese Cookies
- 25 - Buttermilk Cheese
- ⑳ - Wisconsin Signature Cheeses
- 28 - Lactose Free Cheese
- 29 - Bakers Cheddar
- ⑳ - Rainbow Cheese Snacks
- 33 - Cheese Dippers
- 34 - Double Cheese Stix

Group III (1:00 pm):

- ② - Caesar Cheese
- ③ - Alfredo Pizza Cheese
- 8 - Oil Marinated Cheese
- ⑨ - Wisc. Beer Cheese
- 14 - Wisc. Cheeseboard Spec.
- ⑮ - Cheese Cart Morsels
- 16 - Wine Washed Jack
- 17 - Cheesecake Cheese
- 19 - Polenta Cheese
- ⑳ - Wisc. Vintage Cheddars
- ⑳ - Cheese Cookies
- ⑳ - Roasted Garlic Cheese
- ⑳ - Gourmet Pizza Cheese
- ⑳ - Specialty Salad Cheese
- 30 - Organic Cheese
- 35 - Int'l Cheese Selection
- 36 - Classic Ethnic Cheese

TOP CONCEPT SUMMARY
(Based on Combination of "Best" and Top 5")

Casual Dining Chefs (Group I):

- #23 Roasted Garlic Cheese (16)
- #29 Baker's Cheddar (14)
- #1 Cheese Crumble (12)
- #2 Caesar Cheese (11)
- #31 Pre-Blended Cheese for Professionals (11)
- #30 Organic Cheeses (11)
- #10 Select Sandwich Cheese (9)
- #3 Alfredo Pasta Cheese (8)
- #15 Cheese Cart Morsels (7)

Female Head of Household with Children (Group II):

- #11 Hot Cheese Curds (21)
- #13 Zesty Cheese Spreads (19)
- #32 Rainbow Cheese Snack (17)
- #6 Festive Cheese Curds (17)
- #1 Cheese Crumbles (17)
- #27 Wisconsin Signature Cheeses (13)
- #18 Calcium Rich Cheese (13)
- #10 Select Sandwich Cheese (10)
- #4 Breakfast Cheese (9)

Female Head of Household-Mixed Family (Group III):

- #3 Alfredo Pasta Cheese (19)
- #21 Cheese Cookies (as Crackers) (19)
- #24 Gourmet Pizza Cheese (16)
- #26 Specialty Salad Cheeses (12)
- #15 Cheese Cart Morsels (12)
- #2 Caesar Cheese (10)
- #23 Roasted Garlic Cheese (10)
- #20 Wisconsin Vintage Cheddar (9)
- #9 Wisconsin Beer Cheese (8)

CONCEPT ACCEPTANCE AND RANKING

	Group I		Group II		Group III	
	Best	Top 5	Best	Top 5	Best	Top 5
1. Cheese Crumbles	7	5	11	6	-	-
2. Caesar Cheese	7	4	-	-	6	4
3. Alfredo Pasta Cheese	5	3	-	-	10	9
4. Breakfast Cheese	-	-	7	2	-	-
5. Sweet Cheese Sticks	3	1	6	1	-	-
6. Festive Cheese Curds	-	-	10	7	-	-
7. Breakfast Cheese & Granola Clusters	-	-	-	-	-	-
8. Oil-Marinated Cheese	3	1	-	-	3	-
9. Wisconsin Beer Cheese	-	-	3	-	6	2
10. Select Sandwich Cheese	5	4	7	3	-	-
11. Hot Cheese Curds	-	-	11	10	-	-
12. Breakfast Cheese Bar	-	-	-	-	-	-
13. Zesty Cheese Spreads	-	-	11	8	-	-
14. Wisconsin Cheeseboard Specialties	2	2	-	-	2	1
15. Cheese Cart Morsels	4	3	-	-	8	4
16. Wine-Washed Jack	1	1	-	-	6	1
17. Cheesecake Cheese	3	2	-	-	5	2
18. Calcium Rich Cheese	-	-	10	3	-	-
19. Polenta Cheese	-	-	-	-	-	-
20. Wisconsin Vintage Cheddars	1	-	-	-	8	1
21. Cheese Cookies (crackers)	-	-	5	-	10	9
22. Cheese First	2	1	-	-	-	-
23. Roasted Garlic Cheese	9	7	-	-	7	3
24. Gourmet Pizza Cheese	2	2	-	-	8	8
25. Buttermilk Cheese	-	-	4	-	-	-
26. Specialty Salad Cheese	-	-	-	-	7	5
27. Wisconsin Signature Cheeses	-	-	9	4	-	-
28. Lactose-Free Cheese	-	-	3	-	-	-
29. Baker's Cheddar	7	7	6	1	-	-
30. Organic Cheeses	7	4	-	-	8	1
31. Pre-Blended Cheeses for Professionals	7	4	-	-	-	-
32. Rainbow Cheese Snack	-	-	9	8	-	-
33. Cheese Dippers	-	-	6	-	-	-
34. Double Cheese Stix	-	-	6	2	-	-
35. International Cheese Selection	-	-	-	-	3	-
36. Classic Ethnic Cheeses	-	-	-	-	4	-

CHEESE CRUMBLES

- The casual chefs liked this idea because of its convenience and versatility. The primary use was for salad toppings, however, other applications were foreseen as the product became available; "Quick and Easy to Use".
- The products were viewed as an "add-on" that would provide a different look and great taste; "Different look, sounds good".
- The female consumers ranked this as one of their top ideas due to the convenience. Easy to use on burgers, nachos, pizzas and salads.
- They wanted the products to have meltability for use on hot foods.
- The addition of Feta and Swiss was suggested.

CAESAR CHEESE

- The casual dining chefs saw this as an easy way to get a consistent Caesar salad. Many were making dressing from scratch and thought that with this product they could use it with only oil and get a great tasting salad. "Yes, gives a different taste".
- Consumers also viewed this as an easy way to a good tasting Caesar salad. The taste is not always liked by the whole family and this allows for individuality.
- Anchovy, while necessary for a traditional Caesar, is not liked by all, very polarized. The "light flavor of anchovy" was okay for many, but a Caesar cheese without anchovy may also have appeal.
- Those that did not like it basically don't like Caesar salad and/or anchovy.
- This idea should be combined as part of #26 Specialty Salad Cheese.

ALFREDO PASTA CHEESE

- The casual dining chefs liked this idea because they served a lot of Alfredo dishes and this would be easier than making the sauce from scratch.
- They also saw this idea as being versatile and could be used with a chicken breast, etc.
- They requested that it be delivered in 5 lb. cheese tubs or shredded.
- There was some concern about consistent quality.
- The consumers in Group III rated this idea as their most preferred concept for its' convenience and good taste.
- The Garlic and Walnut Pasta Cheese variety was not liked by these women.
- Most preferred that the product come in a jar and be creamy or like a spread; two wanted it grated and one wanted a block.
- If it is not in a jar, it should be in a resealable bag.

BREAKFAST CHEESE

- This concept was discussed by Group II and those that liked it saw it as a good kid product. "Kids would love it on bagels".
- They also thought that it would be for more occasions than breakfast, perhaps a snack or dinner. "Sounds good on biscuits".
- Several questioned the type of cheese used and this needs to be addressed in the revision.
- Several could not imagine eating cheese for breakfast, others saw it replacing POP TARTS.

SWEET CHEESE STICKS

- The chefs in Group I that liked this idea (3) viewed it as an alternative to cream cheese and wanted it to come as individually wrapped pats or in small plastic tubs that could go on the table with jelly.
- The consumers that liked this ideas would use as stated by the concept; as an alternative to cream cheese; a butter replacement.
- They requested that it come in a plastic tub similar to margarine.
- A flavor combination of maple and brown sugar was requested.

FESTIVE CHEESE CURDS

- Group II women gave this idea high marks as a snack for kids that would work for parties, after school snacks, lunch boxes, etc.
- They see curds as "the healthiest part of the cheese", but they hate the word curd...prefer them to be called bits, bites, snacks, etc.
- The Sweet & Sour variety received a negative response and a fruit version was requested.

BREAKFAST CHEESE & GRANOLA CLUSTERS

- This idea was shown only to Group II and it was a complete bomb.
- The consumers had a difficult time understanding what it was and then when/why to use it.
- There was a general concern about mixing cereal and cheese and the cheese quality was an issue.
- This idea should be dropped from further consideration.

OIL-MARINATED CHEESE

- The Group I chefs that liked this idea saw it as a new idea for salad, especially the Basil variety. Also for serving with garlic bread.
- Several viewed the cheese and oil mixture as a potential customer negative for health concerns regarding fat.
- Suggestions were made regarding renaming the concept as "Basil Cheese" and not marketing the oil.
- The consumers in Group III that liked this idea thought that it sounded very tasty, but had concern about the high fat.
- The Walnut variety received a negative response and suggestions were made to add a sun-dried tomato variety.

WISCONSIN BEER CHEESE

- This idea was shown to both consumer groups and was liked as new, yet familiar in taste.
- Several wanted it to come as a spread in tubs for crackers, etc.; others wanted shreds to put on nachos, pizzas, etc.
- One variety would probably be adequate for future development; not too specialized.

SELECT SANDWICH CHEESE

- This idea received a positive response from the chefs in Group I that are serving burgers and sandwiches; easy, flavor, no waste.
- The product should come pre-sliced, but not individually wrapped.
- The Ripened Brie and Goat Cheese are not needed for the concept to be accepted.
- The women in Group II saw these cheeses as mostly adult products; kids don't like strong cheeses or odd flavors; the cheddar and Swiss were acceptable, the others too exotic.
- These would make great grilled cheese sandwiches.
- These were not seen as everyday cheeses, but for special occasion sandwiches.
- Women liked the individual wrapping.

HOT CHEESE CURDS

- This concept was only shown to Group II and it was their top rated idea. "Sounds appetizing and easy".
- They said that it was a unique product that kids would love for after school snacks,...kids could help themselves.
- They requested that they come in a resealable bag.
- The word "curd" was a turn-off and it needs to be changed...nuggets or sticks were suggested.

BREAKFAST CHEESE BAR

- No one liked this idea; combining cereal and cheese is a very bad idea.

ZESTY CHEESE SPREADS

- Group II moms rated this as their number 2 idea for its' taste, versatility and low fat content.
- Several saw these spreads as an alternative to mayo and it would find use on a sandwich, crackers, chicken, potatoes, etc.
- A flavor more attuned to kids was desired and ranch was suggested.
- "Yes, this would be great. I'm a margarine lover and am looking for a better, healthier alternative to reduce fat and calories".

WISCONSIN CHEESEBOARD SPECIALTIES

- Group I chefs saw this as good for catering and less practical for mainstream restaurant; too specialized, won't turn.
- The two chefs that placed this in their top 5 saw it as being right for a Charcuterie board and said that the colors and flavors had great appeal.
- The women in Group III that liked the idea wanted it in as a small sampler for a party tray.

CHEESE CART MORSELS

- The Group I chefs that liked the idea saw it as a time saver when preparing cheese cubes for salad bars, buffets and happy hours.
- The flavors were seen as tasty and colorful.
- They would like to receive their product in 3 lb. bags with zip-lock closures.
- The Group III women that liked the idea saw it as ideal for entertaining.
- They did not like the name "morsels" and suggested pieces or cubes.
- The flavor varieties were unappealing to some of the women, especially Paprika Cheddar.

WINE-WASHED JACK

- The chefs in Group I did not see a need for this idea with the exception of one who thought it would be great at home.
- Several of the Group III women liked the idea, but only one placed it in her top 5; she thought that it would have good color and taste and could work well on pasta, chicken and veal.
- Several had a problem with wine and cheese mixed together.

CHEESECAKE CHEESE

- Several of the Group I chefs liked the idea, "sounds delicious", but they did not know what to do with it...didn't naturally fit...perhaps on a dessert tray.
- The Group III women that liked the idea were lovers of cheesecake and saw this as an easy way to get it for snacking.
- Several liked it, but didn't know how it would be eaten.

CALCIUM RICH CHEESE

- This idea was shown only to the Group II women and everyone liked it, yet only 3 put it in their top 5 picks.
- The appeal of enriched calcium goes along with the natural calcium in cheese which is a key reason for consumption.
- Enriching with calcium was not expected to change flavor.
- The idea of iron rich cheese did not fare as well since it was not a natural part of cheese. Expectations were for iron to change the taste, smell and color of the cheese.

POLENTA CHEESE

- Once understood, no one liked the idea; seen as too gritty and too unusual.
- Most of the women did not know what Polenta is.
- Drop the idea it's too strange.

WISCONSIN VINTAGE CHEESE

- While 3 of the Group I chefs were intrigued with this idea, it did not survive the top 5 cut; those that liked it thought that it was interesting as a promotional idea.
- It was not viewed as something the customer would understand and as a wine copy.
- The idea received a much stronger response from the Group II women, but mostly as a gift idea.
- Questions were raised about keeping cheese for 3-4 years and it was viewed as an advertising gimmick.

CHEESE COOKIES

- Both consumer Groups (II and III) liked this idea once the name was changed to crackers.
- Cookies are sweet, crackers are savory and the flavor fit crackers.
- They would be used as snacks for soup and with salads.
- Prefer small bags like Goldfish.
- Other names suggested include:
 - Rounds.
 - Biscuits.
 - Croutons.

CHEESE FIRST

- The chefs in Group I did not find an application for this idea; the exception was limited to one who would serve it on apple pie.
- A problem existed with the meat added to the cheese; customers wanted to see them individually.
- An idea worth dropping.

ROASTED GARLIC CHEESE

- This concept received the top ranking among the Group I chefs.
- It was viewed as being very flavorful and versatile; use was seen as for appetizers, garlic bread, salads, entrees, chicken breast, etc.
- Want to receive it in 1-5 lb. packages (block or shredded) or as a spread; pre-sliced would also be desirable for sandwiches.
- An additional variety was suggested - Basil Tomato Garlic.
- The Group III women liked the idea and said it sounds good for crackers, salads, etc.
- The word smoky turned off a few due to the anticipated flavor.
- They also suggested that Romano or Mozzarella cheese be considered.

GOURMET PIZZA CHEESE

- The Group I chefs that liked this idea saw it for at home use, not restaurant.
- Pizza customers want to see piece identity and have the ingredients mixed together as one.
- This was the second highest ranked idea among the women in Group III; it was seen as for the kids to put on English Muffins or Boboli for a snack rather than a pizza.
- The Smoked Salmon Provolone was not acceptable and the Walnut Garlic & Oregano Mozzarella was liked only by a few.

BUTTERMILK CHEESE

- The Group II women that liked the idea were buttermilk lovers and in the minority.
- This idea does not have potential for retail appeal.

SPECIALTY SALAD CHEESES

- Group III rated this idea quite high and as an expansion of concept 2 Caesar Cheese.
- A great and easy way to get tasty salads every time fancier salads; add like croutons.
- Don't need dressing; maybe just add oil; lower fat and calories.

WISCONSIN SIGNATURE CHEESES

- Group II saw these as the best cheeses Wisconsin has to offer.
- These are the best, the specialties of each company.
- Great for home, special occasions and gifts.
- Price concerns were an issue.

LACTOSE-FREE CHEESE

- Group II saw this idea and decided that it was a good idea if you have the problem...most don't.

BAKER'S CHEDDAR

- This was the number 2 idea as ranked by the Group I chefs.
- It was seen as being a good fit for muffins, pastas, breads, broccoli, pizza, etc.
- A meltability claim should be added to strengthen the concept.
- The consumers in Group II basically liked the idea, but most did not bake with cheese.
- However, they did see this as good for use on chicken, nachos and bread.

ORGANIC CHEESE

- The Group I chefs liked the idea because it fit their customers search for healthier foods.
- Group III consumers liked the idea at first, but only one put it in top 5...expense was definitely an issue as with all organic products.

PRE-BAKED CHEESE FOR PROFESSIONALS

- A very good idea for the casual restaurants that make omelets, pizzas, potato skins, etc.
- These were viewed as user friendly; right mix, right quantities, don't have to rely on unskilled help; don't need equipment.
- Some would like their own customize blend.
- Additional variety suggestions:
 - Romano, Parmesan, Mozzarella, Provolone.
 - Sharp Cheddar, American, Swiss.
 - Colby, Jack, Cheddar.

RAINBOW CHEESE SNACKS

- Group II moms ranked this idea very high as a great snack item.
- They liked the flavor and color variety, but the "Rainbow" name was misleading and not appropriate.
- The product should be bite-size, pop-in mouth.
- Muenster should be added.

CHEESE DIPPERS

- The idea had some appeal among Group II, but it was difficult to understand dipping cheese into dips.
- A major problem existed with the consistency of some of the dips; how does one dip cheese into peanut butter.
- The idea of dipping cheese sticks into Ranch dressing and Dijon was better.

DOUBLE CHEESE STIX

- Group II moms thought that this was a good idea for a kids' snack as long as the cheese tastes were compatible.
- "A fresh, new idea for snacks".
- "Like a cheese Twinkie".
- They requested that each Stix be 4 inches long.

INTERNATIONAL CHEESE SELECTION

- Group III was the only group to see this idea and it was not one of high appeal.
- Not an everyday product; maybe for an appetizer once in awhile.
- The ingredients didn't go together; not appealing.

CLASSIC ETHNIC CHEESES

- Group III women had some interest in this concept, but they had very little idea of what to expect; what to compare them to.
- They already purchase Chihuahua cheese which is positive in looking at other ethnic alternatives.
- These should come in smaller packages to lower the cost/risk factor until established.

APPENDIX

(Introductory concept for Group I)

The Specialty Cheesemakers of Wisconsin are introducing an exciting new collection of cheese products created especially for food professionals. They are the kinds of cheeses that will be enjoyed and appreciated by true cheese lovers - people for whom cheese is an essential and enhancing ingredient for many recipes. These new cheeses have been created with loving care by a small group of cheese companies. Special attention has been paid to the development of each cheese, so that the highest qualities of taste, texture and purity are achieved. You'll find products that span the specialty spectrum from highly unique cheeses with intriguing flavors, to traditional cheeses freshly flavored for contemporary tastes. Also cheeses portioned and packaged to fit your needs for use in a variety of menu items from pizza, pasta, burgers and omelets to an elegant cheese course. And because they are produced exclusively in Wisconsin, they have undergone the most rigorous of quality controls and standards that the state demands.

(Introductory concept for Group II)

The Specialty Cheesemakers of Wisconsin are introducing an exciting new collection of cheese products that will be available soon in grocery stores and specialty cheese shops. They are the kinds of cheeses that will be enjoyed by everyone in your family, no matter what their cheese desires may be. These new cheeses have been created with loving care by a small group of cheese companies. Special attention has been paid to the development of each cheese, so that the highest qualities of taste, texture and purity are achieved. You'll find products that span the specialty spectrum for family meals or entertaining. A wide variety from fun cheese snacks for kids and adults, cheeses for breakfast, healthier cheeses, even new kinds of cheeses for pizza or pasta. And because they are produced exclusively in Wisconsin, they have undergone the most rigorous of quality controls and standards that the state demands.

(Introductory concept for Group III)

The Specialty Cheesemakers of Wisconsin are introducing an exciting new collection of cheese products that will be available soon in grocery stores and specialty cheese shops. They are the kinds of cheeses that will be enjoyed and appreciated by true cheese lovers - people for whom cheese is a taste adventure and constant delight. These new cheeses have been created with loving care by a small group of cheese companies. Special attention has been paid to the development of each cheese, so that the highest qualities of taste, texture and purity are achieved. You'll find products that span the specialty spectrum from highly unique cheeses with intriguing flavors, to traditional cheeses freshly flavored for contemporary tastes. Cheeses appropriate for family meals or entertaining, snacking, cheese trays, even new kinds of cheeses for pizza and pasta. And because they are produced exclusively in Wisconsin, they have undergone the most rigorous of quality controls and standards that the state demands.

(1)

CHEESE CRUMBLES

A great way to quickly top your favorite foods with the savory taste of cheese. Cheese Crumbles are just right for tossing on salads, pizza, soups or adding extra flavor to dips.

Choose from these delicious varieties:

Bleu

Aged Cheddar

Parmesan

Mozzarella

(2)

CAESAR CHEESE

A delightful new Parmesan cheese that's ready for your next Caesar salad. It has the tangy, piquant taste of real anchovies blended right in. Grated or shaved, it's a delicious complement to crispy romaine and Caesar dressing.

(3)

ALFREDO PASTA CHEESE

Toss your next steaming plate of fettucine with new Alfredo Pasta Cheese. It's a deliciously creamy cheese seasoned for Alfredo authenticity with sweet butter and lots of cracked black pepper and just a hint of nutmeg. It melts beautifully to a silky texture, so all you do is toss with hot pasta.

Try these other delicious Pasta Cheese varieties:

Pesto Pasta Cheese

Sun-Dried Tomato & Basil Pasta Cheese

Garlic & Walnut Pasta Cheese

(4)

BREAKFAST CHEESE

Now you can give your morning toast or muffins more eye-opening taste with Breakfast Cheese. This cheese is just the right size to layer on top of your favorite breads, English muffins or bagels. It's a semi-soft white cheese that's been specially created to melt at low temperatures, so it melts quickly toasted or warmed up breads. And it comes in unique flavors for a delicious start to your day. Available in round or square loaves, unsliced or pre-sliced.

Choose from these delicious varieties:

Honey

Apple Cinnamon

Mixed Berry

(5)

SWEET CHEESE STICKS

A new kind of sweetly savory cheese that's a unique alternative to butter. Sweet Cheese Sticks are created from a semi-soft, yet spreadable ripened cheese that's gently sweetened for a hint of delicious taste. You'll love it spread on everything from crusty breads to toast, and it's great with fresh fruit, too. It comes in convenient 1/2 pound sticks that are easy to slice into spreadable pats.

Choose from these delicious varieties:

Cinnamon Sweet Cheese

Maple Sweet Cheese

Brown Sugar Sweet Cheese

(6)

FESTIVE CHEESE CURDS

You can't get closer to the original pure source of cheese than with cheese curds, the curdled milk from which cheddar cheese is made. And now there's a delicious new, wholesome cheese snack that's full of exciting flavor - Festive Cheese Curds. They are tasty bites of cheese blended with flavorful seasonings, so snacking on cheese becomes more fun than ever. They're a treat the whole family will enjoy.

Choose from these delicious varieties:

Herbed Cheese Curds

Sweet & Sour Cheese Curds

Toasted Onion Cheese Curds

Garlic Cheese Curds

(7)

BREAKFAST CHEESE & GRANOLA CLUSTERS

Delicious, bite-size cheese snacks that make cheese an irresistible treat. New Breakfast Cheese & Granola Clusters are bursting with flavor because they're made from cheddar cheese curds studded with crunchy granola and other seasonings. They're a wholesome snack for a quick breakfast, when you're on the run or just in the mood.

Choose from these delicious varieties:

Classic Granola Cheese Clusters

Apple Cinnamon Granola Cheese Clusters

Sunflower Seed Granola Cheese Clusters

(8)

OIL-MARINATED CHEESE

The earthy flavors and hearty aromas of Tuscany can be yours with new Oil-Marinated Cheese. These semi-soft cheeses have been marinated for several months in first press, extra virgin olive oil seasoned with herbs and spices. The cheeses become infused with the seasoned oils and achieve an exciting depth of flavor that can't be equaled. They're delicious simply served with fruit, bread or crackers. Or wonderful crumbled on salads or pasta.

Choose from these delicious varieties:

Basil Oil

Rosemary and Garlic Oil

Walnut Oil

(9)

WISCONSIN BEER CHEESE

The classic Wisconsin marriage: a cool beer with tart, creamy cheddar. Now Wisconsin Beer Cheese brings you both in a lively new cheese. Perfectly aged, Wisconsin Cheddar is gently infused with smooth lager beer from a renowned Wisconsin micro-brewery. The taste is hearty, smooth and rich, delicious on it's own or with crusty breads, crackers and fruit. Toss some shreds into your favorite soup for extra flavor, too.

Choose from these delicious varieties:

Classic Lager Beer Cheese

Dark Ale Beer Cheese

Wheat Beer Cheese

(10)

SELECT SANDWICH CHEESE

Outgrown American cheese slices? Here's a deliciously convenient way to pile your next sandwich high with distinctive cheeses. Each Select Sandwich Cheese variety comes pre-sliced and individually wrapped, so they're ready for quick sandwich preparation. They're sliced thick or thin, so you can enjoy all the cheese taste you want. Gourmet Sandwich Cheeses are great for sandwiches, but you'll love them for appetizers, or on English muffins or bagels in the morning.

Choose from these delicious varieties:

Gruyere

Smoked Swiss

Aged White Cheddar

Havarti

Ripened Brie

Goat Cheese

(11)

HOT CHEESE CURDS

Now you can have all the fun and rich flavor of State Fair-style deep fried cheese curds right from your own microwave. They're smooth, creamy mozzarella cheese curds coated with a seasoned light batter. They're deep fried then flash-frozen to retain their crispy outside and warm, creamy inside. All you do is pop them in your microwave for a minute or two.....they come out crispy, gooey, and great for anytime snacking.

Choose from these delicious varieties:

State Fair Classic

Spicy Italian

Onion & Garlic

(12)

BREAKFAST CHEESE BAR

What could be more wholesome and convenient in the morning than a delicious piece of cheese? Now it's even better with new Breakfast Cheese Bars. They're rich with cheese flavor and just a touch of sweetness because they're coated on the outside crushed cereal. Breakfast Cheese Bars are a nutritious, satisfying breakfast that your family will enjoy, at home or on the run.

Choose from these delicious varieties:

Golden Graham Cheese Bar

Cheerios Cheese Bar

Grape Nuts Cheese Bar

All-Bran Cheese Bar

(13)

ZESTY CHEESE SPREADS

If you're turning to turkey or chicken lunch meats to lose the fat, you may be losing a great tasting sandwich, too. Time for Zesty Sandwich Spreads - the delicious spreadable cheeses that add loads of flavor to sandwiches without the fat. That's because they are made from naturally low fat Neufchatel cheese blended with ingredients such as Dijon mustard, fresh lemon juice and herbs. Use it as you would traditional condiments such as mayonnaise.....but spread it on liberally for full, delicious flavor. It's great with any lunch meat including turkey, chicken, or ham.

Choose from these delicious varieties:

Dijon Cheese Spread

Lemon Basil Cheese Spread

Tarragon Cheese Spread

Honey Barbecue Cheese Spread

(14)

WISCONSIN CHEESEBOARD SPECIALTIES

The new line of distinctive cheeses for the discriminating cheese lover. These are uniquely flavorful cheeses that are created in small, limited quantities to deliver new taste experiences to those who appreciate a taste adventure. Each variety is created with only the freshest, locally sourced ingredients whether it's Door County berries or wild rice from the northern shores. Savor the delightful tastes in the traditional way, from a cheese tray after a special meal. Or try them with crackers, crusty bread or fruit for a first course or appetizer.

Choose from these delicious varieties:

Tricolor Peppercorn Provolone

Wild Blueberry Muenster

Roasted Garlic & Basic Mozzarella

Sun-Dried Tomato Brie

Wild Rice & Mushrooms Brie

Paprika Havarti

Variety Tray/Pack - 1 of each

(15)

CHEESE CART MORSELS

Now it's easy to serve cheese cart-style, bite-size cheeses that burst with delicious flavor without any fuss. New Cheese Cart Morsels start with uniquely delicious, specially seasoned Muenster and Cheddar cheeses. They're expertly cut into one-bite morsels, so they're easy to just pop in your mouth for a quick snack. You'll love them as appetizers or cheese course.....just match up with your favorite crackers or sliced fruit.

Choose from these delicious varieties:

Herbed White Cheddar

Peppered Muenster

Lemon Havarti

Paprika Cheddar

(16)

WINE-WASHED JACK

A delightful new Monterey Jack variety that is a classic pairing of flavors. Wine-Washed Jack is created from creamy, semi-soft Monterey Jack cheese that's gently marinated in quality California wines such as Red Zinfandel or Chardonnay. The result is a cheese with fruity wine flavor notes and a mellow, smooth finish. It's wonderful on it's own, on a sandwich, or with crackers and fresh fruit.

Choose from these delicious varieties:

Zinfandel Jack

Chardonnay Jack

Pinot Noir Jack

Chenin Blanc Jack

(17)

CHEESECAKE CHEESE

The delicious taste of rich, creamy cheesecake in a fresh, new semi-soft cheese. Cheesecake Cheese starts with a smooth Wisconsin Mild Brick cheese that's blended with the same ingredients as the richest delicatessen-style cheesecake such as fresh lemon juice, sugar and vanilla. Then it's generously coated with a crunchy graham cracker coating. Slice it thin or enjoy it in bites, whatever you choose you'll savor the deliciously savory taste with just a hint of nutty sweetness.

Choose from these delicious varieties:

Classic Cheesecake Cheese

Cherry Cheesecake Cheese

Rum Cheesecake Cheese

Chocolate Cheesecake Cheese

(18)

CALCIUM RICH CHEESE

Anyone who needs to increase the calcium in their diet will truly love these delicious new cheeses. You'll find a variety of delicious flavors. Such as brick cheese that's full of rich, smooth taste with just a hint of nuttiness. Or tangy cheddars, from mild to sharp. And they have been fortified with double the calcium of traditional cheeses, so you can enrich your nutritional goals while indulging your tastebuds. Try them on sandwiches, in recipes or for a quick snack anytime. You'll be doing your body and bones some good at the same time.

Choose from these delicious varieties:

Mild Brick

Mild Cheddar

Sharp Aged Cheddar

Grueyere

Also available: Iron Rich Cheese

(19)

POLENTA CHEESE

Now there's a dramatically rich tasting cheese that complements even the most simple of Italian meals - new Polenta Cheese. It's texture has the fine grain of polenta and the piquant flavor of Parmesano Reggiano. Serve it thinly shaved on salads or on it's own, or toss grated with steaming pastas.

Choose from these delicious varieties:

Classic Parmesano

Tomato Basil

Florentine

(20)

WISCONSIN VINTAGE CHEDDARS

The year 1991 was a good one for Wisconsin cheddars. It was a year that provided the perfect balance of sun, rain, and heat - meaning the grazing grasses were perpetually lush and healthy all through spring and summer. The milk was that much richer and filled with fresh flavor. Cheeses depend on the purity and flavor of the milk, so the cheddars created during 1991 have award-winning taste and are aged to perfection. If you love your cheddars aged and sharp, look for the Wisconsin Vintage Cheddars in your grocers specialty cheese section today.....they won't last forever.

(21)

CHEESE COOKIES

A new kind of crunchy, savory cookie that's full of great cheese taste. Cheese Cookies are prepared with delicious Wisconsin cold pack cheeses uniquely seasoned with peppery herbs and spices. They're baked into crunchy gems that are delightful as an accompaniment with soups or salads, or simply great as a snack anytime.

Choose from these delicious varieties:

Old English Cheddar with Paprika

Port Wine Swiss & Cheddar

Sharp Cheddar with Garlic & Onion

(22)

CHEESE FIRST

Now there's a line of delicious cheeses specifically created to save you time in preparing popular restaurant entrees and desserts. Cheese First cheeses are high-quality cheeses that are flavored to complement recipes and save you steps. They are available either in bulk or pre-sliced in a number of convenient weights.

Choose from these delicious varieties:

Smoked Bacon Cheddar (for hamburgers, other hot sandwiches)

Hot Pepper & Sausage Mozzarella (for appetizer or entree pizzas)

Cinnamon Apple Brick (for pies)

(23)

ROASTED GARLIC CHEESE

The smoky, rich taste of roasted garlic is great in all types of recipes. Now it's available in a delicious new cheese - Roasted Garlic Cheese. High-quality Muenster cheese is blended with slow roasted cloves of garlic. The result is a cheese with a mellow, nut-like flavor that complements any food. Serve it warm spread on crusty French bread, or toss it with pastas, on pizza or salads.

Choose from these delicious varieties:

Classic Roasted Garlic

Spicy Roasted Garlic

Sun-Dried Tomato Roasted Garlic

(24)

GOURMET PIZZA CHEESE

Now it's a breeze to turn traditional pizza into today's pizza with new Gourmet Pizza Cheese. All you need is a crust and sauce because these cheeses are simply brimming with great tastes. They are created from creamy mozzarella and provolone cheeses blended with delicious ingredients like pesto, sausage, salami, sun-dried tomatoes, smoked salmon and more. Just grate, sprinkle on pizza and bake as you normally would any other pizza. Try them on Focaccia breads, too. You'll love both the convenience and the terrific tastes.

Choose from these delicious varieties:

Sun-Dried Tomato & Sausage Provolone

Basil Pesto Mozzarella

Smoked Salmon Provolone

Walnut, Garlic & Oregano Mozzarella

(25)

BUTTERMILK CHEESE

Cooking and baking with buttermilk imparts recipes with great taste, but none of the butterfat found in whole milk. Now you can enjoy a delicious new cheese made with buttermilk that's full of flavor and low in fat. It's a smooth, silky textured white cheese with a light tart taste that's perfect for snacking, sandwiches or any recipe calling for cheese. And it's excellent meltability is just right for sauces, too.

Also available: Buttermilk Cheese Curds

(26)

SPECIALTY SALAD CHEESES

The delicious new collection of cheeses uniquely created to enhance your next salad. They're made from pure, dairy-fresh cheeses that are blended with aromatic herbs and spices for savory taste. They are conveniently pre-crumbled, so it's easy to toss them on crisp greens and vegetables for super salads.

Choose from these delicious varieties:

Caesar Salad Cheese (Parmesan Cheese & Anchovies)

Cobb Salad Cheese (Bleu Cheese & Bacon)

Spinach Salad Cheese (Brie & Mushrooms)

(27)

WISCONSIN SIGNATURE CHEESES

A delicious collection of quality cheeses that showcase the finest of the Wisconsin cheesemakers. These are the specialties of the state's foremost cheesemakers and you can find them by looking for the beautiful Signature labels in your neighborhood supermarket dairy or deli cheese case, or specialty cheese shop. Each one of these cheeses has been created with the purest ingredients and with the greatest of care. Each has been selected because it has been demonstrated that it fully delivers the very ultimate in taste and quality.

Choose from these delicious Signature Cheeses:

Mozzarella from Auricchio Cheese Company

Provolone from Park Cheese Company

Gruyere from Roth-Kase Cheese

Muenster from Crystal Lakes Cheese Factory

Rondele from Churny Cheese Company

Queso Blanco from Specialty Cheese Company

Feta from Klondike Cheese Company

Baby Swiss from Prima-Kase Cheese Company

String Cheese from Schneider/Baker Cheese Company

Parmesano Reggiano from Stella Cheese Company

(28)

LACTOSE-FREE CHEESE

Now there's a line of delicious cheeses that's easily tolerated by the lactose-intolerant - new Lactose-Free Cheese. They are free of the enzymes that cause digestion distress among many Americans, so you can savor the rich, flavors of pure cheese. Enjoy these cheese alone, in sandwiches, or any of your favorite recipes.

Choose from these delicious varieties:

Mild, Medium & Sharp Cheddars

Brick

Muenster

Gruyere

(29)

BAKER'S CHEDDAR

A new, delicious cheddar specially formulated to hold its savory, full flavor in baking and other recipes. Baker's Cheddar is just right for your favorite breads, muffins, desserts, any recipe calling for cheddar cheese. Because it won't lose any taste in the baking process, like traditional cheddars will. When cheddar taste is what you want, look for Baker's Cheddar. Available in Mild, Medium or Sharp.

(30)

ORGANIC CHEESE

How can you be sure that your cheese is absolutely pure and free of chemical fertilizers or pesticides? Look for the new Organic Cheeses. It's a new line of delicious cheeses that have been created with milk taken from organically fed cows. Meaning they are fed only with fertilizer and pesticide free grasses and other feed. Each cheese is full of rich, savory cheese taste and texture.

Choose from these delicious varieties:

Medium & Sharp Cheddar

Brick

Muenster

Baby Swiss

Havarti

(31)

PRE-BLENDED CHEESES FOR PROFESSIONALS

When you're running a busy restaurant kitchen, you require the highest quality ingredients in user-friendly quantities and varieties. That's why you'll appreciate new Pre-Blended Cheeses. These are cheese blends and seasoned cheese blends that come ready to use for pizzas, omelets, potato toppings, burgers and more. They are a balance of cheeses selected for texture, color and flavor, including the all-important characteristic of meltability. Try them during your next pizza rush - you'll love the quality, taste and convenience.

Choose from these delicious blends:

Sharp Cheddar, Mozzarella & Provolone (pizza, omelets, potato skins)

Mozzarella & Feta (pizza, omelets, burgers)

Fontina & Gruyere (burgers, omelets, pasta)

Mozzarella, Cheddar & Sausage (pizza, omelets)

Bleu, Havarti & Ham (pizza, omelet, potato skins)

(32)

RAINBOW CHEESE SNACKS

Here's a delicious new snack that Mom can really feel good about, because they're made from real dairy-fresh cheese. Rainbow Cheese Snacks are two-bite nuggets of great tasting cheese in different varieties all mixed up in one bag. They come in go-anywhere, stay-fresh packets. Rainbow Cheese Snacks are a nutritious, wholesome snack that you can stash in your kids lunch box for a tasty treat. They'll love them after school, too. One 6 ounce zip-lock bag contains Rainbow Cheese Snacks in these varieties: American, Swiss and Mozzarella.

(33)

CHEESE DIPPERS

The delicious new take-along snacks that will satisfy your cheese craving anytime. Each Cheese Dippper package comes with four cheese sticks that are full of great taste. Plus, there's a savory, zesty dip that delivers even more snackable taste. They're the perfect size for pocket, purse, lunchbox or briefcase and a snack the entire family will enjoy.

Choose from these delicious combinations:

Monterey Jack Sticks & Salsa

Mozzarella Sticks & Olive Spread

Cheddar Sticks & Peanut Butter

Havarti Sticks & Almond Butter

(34)

DOUBLE CHEESE STIX

Now you can enjoy the taste of two cheeses combined in one great bite with new Double Cheese Stix. Each stick is made with two complementary cheeses - a soft, creamy cheese in the middle and a harder cheese on the outside. They're wholesome and delicious for the whole family and just right for anytime, anywhere snacking. And each is individually wrapped for the ultimate in freshness.

Choose from these delicious varieties:

Swiss & Soft Cheddar

Cheddar & Neufchatel

Mozzarella & Brie

(35)

INTERNATIONAL CHEESE SELECTION

Now you can discover the uniquely delicious flavors of the world's greatest cuisines in this new collection of cheeses. Each cheese has a delightful flavor twist that comes from the ingredients that make the cuisines special. The cheeses and seasonings have been carefully selected to be complementary, so the flavors are distinctively savory and rich.

Choose from these delicious varieties:

Brick with Oriental Seven Spices

Gouda with Greek Olives

Havarti with Italian Porcini

Cheddar with Serrano Chiles

(36)

CLASSIC ETHNIC CHEESES

You no longer need to substitute other cheeses when your recipe calls for a difficult to find ethnic cheese variety. Just look the new Classic Ethnic Cheeses. You'll find a wide variety of cheeses created to achieve the ultimate in quality and taste. They're appropriate for ethnic recipes or any type of cooking with cheese.

Choose from these delicious varieties:

Queso Anejo (Crumbly aged white cheese)

Queso Blanco (Fresh, ranch-style white cheese)

Cotija (A hard grating cheese from Latin America)

Paneer (Fresh, crumbly cheese from India)

Ackawi (A smooth feta cheese from the Middle East)

Kuminost (Spiced, semi-firm cheese from Norway)

New Cheese Concepts/
Consumer Focus Groups
Chicago, IL
October 26, 1994
Group I - Casual Dining Chefs

-Discussion Guide-

I. Introduction and Base Information:

- Name, place of employment, how long employed at this restaurant, how long in food preparation business, type of food offered, responsibilities at work.
- Determine the specific responsibilities each has in regard to cheese products; ordering, preparation, inventory, cooking, evaluating, identifying new products, new uses, etc.
- What types of cheeses are used by each establishment; list the type, how do they arrive (size, form, packaging, etc.), what are the steps from arrival to serving; how much and what type of preparation is needed.
- How do you find out about, order, obtain new cheese products; what role do you have in the procurement of a new cheese.
- Do cheese manufacturers, distributors, etc. call on you directly; if no, where do they call, why.
- What could manufacturers of cheese do to help you; probe for specifics related to product type, variety, form, packaging, size, information, distribution, etc.
- Are there specific problems (beyond those already discussed) that the industry needs to address; probe for specifics and potential solutions.
- Do you have any wishes related to cheese and your needs (or your customers needs); if you were a cheese manufacturer, what would you do differently and/or additionally.

II. Cheese Concepts:

(The concepts will be explored one at a time with a break and a sort after 1/2 are shown. A final sort will be made after all of the concepts are discussed.)

- Pass out introductory concept - read aloud and have respondents write down first thought about statement.
 - Obtain responses
 - What expect from it, types of cheese
- Read the product concepts one at a time - have the respondents write down buying interest; yes/no at a reasonable price and why.
- Obtain a hand vote and the verbal responses as to reasons why; probe for ways to improve the idea; identify what's best about the idea, what's least liked.

- For those that like the idea determine how it would be used; is it an addition or replacement; how often would it be used; how should it be packaged, sized, form, wrapped, etc.
- Repeat for all of the first 1/2 of concepts.
- After 1/2 of the concepts have been reviewed, have the respondents divide the concepts into 2 sets:
 - Yes, I would buy at a reasonable price
 - No, I would not buy
- Get an identification of the "yes" pile and discuss in-depth the reasons why.

III. Repeat discussion guide as written in II with the last 1/2 of the concepts.

IV. Review of Ideas of Interest:

- Once all of the concepts have been reviewed and placed into yes/no purchase piles the respondents will be asked to prioritize the concepts and number them accordingly.
- A hand vote will be taken on each concept to determine where it is in relationship to the others.
- An indepth discussion will then be conducted on each of the top 5 concepts (more if time allows):
 - Why did the concept rise to the top
 - What is different about the idea; what's new
 - Where does this cheese fit in to your usage; how will it be used, what dishes
 - How should it be packaged, what size, what form, what varieties
 - Will it replace another cheese, if so, what, why
 - Will it cause you to serve more cheese, why/why not
 - Can it be improved, how
- If time allows we will discuss additional products that may or may not be in the save pile. These ideas will be those that show some potential, yet need major changes to win:
 - Focus on what's unappealing; how can it become a "will buy".
- In summary, probe for new ideas that fit their specific restaurant/system/customer needs.

New Cheese Concepts/
Consumer Focus Groups
Chicago, IL
October 26, 1994
Groups II & III (Consumers)

-Discussion Guide-

I. Introduction and Base Information:

- Name, household make-up (ages, sex), employment/activities.
- Your family and cheese; who eats, how often served, how served, last cheese purchased, who purchased and where.
- Types of cheese currently in inventory at home; what other cheese are regularly purchased/eaten by your family; what new cheeses have you tried recently.
- Any problems with cheese, wishes for new/different cheeses, what would make a good new taste in cheese.
- Any messages to the cheese manufacturers; things they could change, products they could offer that would make you a happier customer, get you to eat more cheese.

II. Cheese Concepts:

(The concepts will be explored one at a time with a break and a sort after 1/2 are shown. A final sort will be made after all of the concepts are discussed.)

- Pass out introductory concept - read aloud and have respondents write down first thought about statement.
 - Obtain responses
 - What expect from it, types of cheese
- Read the product concepts one at a time - have the respondents write down buying interest; yes/no at a reasonable price and why.
- Obtain a hand vote and the verbal responses as to reasons why; probe for ways to improve the idea; identify what's best about the idea, what's least liked.
- For those that like the idea determine how it would be used; is it an addition or replacement; how often would it be used; where would they expect to purchase (what type of store, where in the store).
- Repeat for all of the first 1/2 of concepts.
- After 1/2 of the concepts have been reviewed, have the respondents divide the concepts into 2 sets:
 - Yes, I would buy at a reasonable price
 - No, I would not buy
- Get an identification of the "yes" pile and discuss in-depth the reasons why, where the product would fit, how used, frequency and as addition/replacement.

III. Repeat discussion guide as written in II with the last 1/2 of the concepts.

IV. Review of Ideas of Interest:

- Once all of the concepts have been reviewed and placed into yes/no purchase piles the respondents will be asked to prioritize the concepts and number them accordingly.
- A hand vote will be taken on each concept to determine where it is in relationship to the others.
- An indepth discussion will then be conducted on each of the top 5 concepts (more if time allows):
 - Why did the concept rise to the top
 - What is different about the idea; what's new
 - Is this an everyday or specialty cheese
 - Where does this cheese fit in to your usage
 - Who will eat it, how will it be served; snack, appetizer, ingredient, dessert, etc.
 - Will it replace another cheese, if so, what
 - Will it cause you to eat more cheese
 - Can it be improved for your use, how
- If time allows we will discuss additional products that may or may not be in the save pile. These ideas will be those that show some potential, yet need major changes to win:
 - Focus on what's unappealing; how can it become a "will buy".

WISCONSIN SPECIALTY CHEESE INSTITUTE
CHICAGO FINE DINING CHEF MARKET RESEARCH
INTERVIEW ITINERARY

Thursday, October 27, 1994

**10:00 a.m. Gabriel Viti, chef/owner
Gabriel's
310 Green Bay Road
Highwood
708/433-0031**

Fine food, Italian/French cuisine, nice but comfortable decor. Chef Viti formerly with Carlos.

**12:00 Jimmy Rohr, owner
Sandra Beckett, chef (from Madison)
Jimmy's Place
3420 North Elston
Chicago
312/539-2999**

Jimmy Rohr has for years maintained a distinctive French flair with a clean, simple, yet highly styled setting. Restaurant has won many awards.

**1:30 Rick Bayless, owner
Frontera Grill
445 N. Clark St.
Chicago
312/661-1434**

Chef Bayless and his wife own three operations: Frontera Grill (casual atmosphere with fine Mexican food), the adjacent Topolobampo (elegant atmosphere and fine Mexican food), and the nearby Zinfandel (American food).

**2:45 Chef Stephen Langlois
Prairie
500 S. Dearborn @ Congress (in the Hyatt Hotel)
Chicago
312/663-1143**

Regional ingredients and updated traditional Midwestern recipes are elegantly presented. Important on a local scene. Langlois is a CIA grad and rather shy; very bright, thoughtful.

WISCONSIN SPECIALTY CHEESE INSTITUTE

NEW SPECIALTY CHEESE CONCEPTS

PHASE II

END-USER FOCUS GROUPS

DECEMBER 15, 1994

MINNEAPOLIS, MN

SUMMARY OF FINDINGS

JANUARY 15, 1995

Submitted by:
Growth Marketing, Inc.
575 North Ferndale Road
Wayzata, MN 55391
(612) 473-2231

OBJECTIVE

- **Obtain end-user (consumer and professional) response to 13 refined specialty cheese concepts.**
- **Obtain end-user direction for further refinement and expansion of individual ideas.**
- **Confirm Chicago learning from Phase I to assist in project recommendations.**

CONCEPT RATINGS

<u>Group</u>	<u>I (Chefs)</u>		<u>II (Women w/kids)</u>		<u>III (Female specialty cheese)</u>	
E (Hot cheese nuggets)	2	9	1	4	0	2
F (Select Sandwich Cheese)	4	7	2	4	0	5
J (Roasted Garlic Cheese)	1	4	0	5	0	7
B (Crumbled Cheese)	2	8	0	7	0	8
L (Bakers Cheese)	0	2	2	5	0	3
A (Specialty Salads)	0	2	0	3	2	9
C (Pasta Cheese)	0	0	2	6	5	9
M (Chefs' Blend Cheese)	1	5	-	-	-	-
K (Pizza Maker Cheese)	0	0	1	5	0	5
G (Zesty Cheese Spreads)	-	-	1	8	1	8
I (Calcium Rich Cheese)	-	-	0	2	0	3
D (Festive Cheese Snacks)	-	-	0	5	0	8
N (Roasted Cheese Chips)	-	-	1	9	1	5

Reference:

#1 indicates the number of respondents in each group who rated the specific concept as the best of those evaluated.

Yes indicates the number of respondents putting an individual concept in the "yes/save" pile at the end of evaluating all of the concepts shown in that group interview.

GENERAL LEARNING

FOOD SERVICE AND CASUAL/THEME DINING

MINNEAPOLIS

- The ten chefs/managers represented the following restaurants:
 - Applebees.
 - Bakers Square.
 - Benchwarmer Bob's.
 - Benjamin's.
 - Embers.
 - (Independent) Diner.
 - Old Country Buffet.
 - Pannekoeken.
 - Prairie House.
 - Red Lobster.
- Cheese types and forms used included:
 - American (sliced and blocks) has universal use.
 - Bleu Cheese (for making salad dressing with large chunks).
 - Cheddar (shredded, blocks).
 - American/Swiss blend (slices).
 - Gouda (shredded).
 - Parmesan (grated, shredded).
 - Mozzarella (shredded, sliced).
 - Monterey Jack.
 - Swiss.
 - Pepper cheese (for hamburgers).
 - Provolone.
- Additionally, one chef reported using an imitation cheese for the salad bar and another a low fat/non-fat product that "might not be real".
- No one reported use of an imported cheese.
- Wisconsin cheese was a given in the market, although most did not specifically know the origin of the cheese used.
- Kraft and Sysco were the major distributors although one used Oak Grove Dairy to handle all needs (including inventory).

General Learning - Food Service and Casual/Theme Dining (continued)

- **When asked what a cheese manufacturer could do to help them, the following answers were given:**
 - **Bags tear too easily making them difficult to use and/or reseal...different materials could be used and/or:**
 - **Bags that are resealable; (e.g. Ziplock).**
 - **Offer customized options that would fit specific restaurant needs (e.g. customized flavor for specialty burger; sizes that fit usage; more hands-on service; exposure to new products).**
 - **Develop a low fat cheese that has acceptable taste profile (everyone interested).**
- **These chefs/managers were interested in ways to provide unique/new tastes that would provide their particular restaurants with a product point of difference versus local competition (e.g. breaded or battered cheese curds in unique, new flavors).**
- **The Minneapolis chefs/managers appeared to be more quality/customer oriented than those in Chicago who gave many more signals related to less cost, cost control and saving labor.**
- **The Chicago chefs/managers represented a more trendy/theme point of view than those in Minneapolis who appeared to be much more middle-of-the-road and traditional in attitude.**

FOOD SERVICE

CONCEPT RANKING

The Minneapolis food service professionals reviewed and rated 9 concepts which represented potential areas of opportunity for new cheese offerings; the concepts are listed below in order of preferences:

<u>CONCEPT</u>	<u>#1 VOTES</u>	<u>"YES" PILE</u>
(E) Hot Cheese Nuggets	2	9
(F) Select Sandwich Cheese	4	7
(B) Crumbled Cheeses	2	8
(M) Chef's Blend Cheeses	1	5
(J) Roasted Garlic Cheese	1	4
(L) Baker's Cheese	0	2
(A) Specialty Salad Cheeses	0	2
(C) Pasta Cheese	0	0
(K) Pizza Maker Cheese	0	0

Note:

- The top five concepts as ranked by the Chicago professionals were:

- Roasted Garlic Cheese.
- Baker's Cheddar (Bakers Cheese).
- Cheese Crumbles (Crumbled Cheeses).
- Caesar Cheese (Specialty Salad Cheeses).
- Pre-Blended Cheese for Professionals (Chef's Blend Cheeses).

- The Chicago chefs/managers tended to focus more on concepts which saved money (time, preparation, consistency) while the Minneapolis professionals preferred concepts that provided unique menu items and quality taste delivery.

GENERAL LEARNING

RETAIL CUSTOMERS

MINNEAPOLIS

- A total of 19 housewives were interviewed and each group reviewed the identical concepts:
 - Group II averaged 2.6 children at home and had an average of 3.2 different kinds of cheese in inventory (today).
 - Group III averaged 2.0 children at home (older than Group I) and had an average of 6.0 different kinds of cheese in inventory (today).

- Cheeses in inventory at homes from Group II included:
 - American (slices, blocks).
 - Mozzarella (grated, shredded).
 - Cheddar (shredded, block).
 - Aged Cheddar (block).
 - Parmesan (grated).
 - Cojack (block).
 - Pepper Cheese.
 - String Cheese.
 - Chez Whiz.
 - Low Fat Processed (slices).
 - A variety of cheese spreads/flavored cream cheeses.

General Learning-Retail Customers (continued)

• **Cheeses in inventory for Group III at home included:**

- American (slices).
- Cheddar (shredded, grated, block).
- Swiss (slices).
- Provolone.
- Parmesan (can, fresh grated).
- Colby.
- Mild & Aged Cheddar.
- Baby Swiss.
- Pepper Cheese.
- Brie.
- Cojack.
- Mozzarella.
- Fat Free Slices.
- Monterey Jack.
- Romano.
- Farmers Cheese.
- Ricotta.
- Asiago.
- Bleu Cheese.
- Salami-Cheese.
- Neufchatel.
- Velveeta.
- Cream Cheese.
- Port Wine Cheddar Spread.
- String Cheese.

General Learning-Retail Customers (continued)

- **Group II** usage tended to be directed by the children in terms of snacking and requested end dishes, therefore, cheese preferences were quite common and traditional.
- **Group III** usage was considerably broader and more all family/adult oriented; snacking was important, but more appetizer usage was mentioned; entertainment serving was higher, as was the use of more sophisticated recipes that called for cheese as an ingredient; acceptance of specialty cheese was considerably more prevalent in this group.
- Both groups had tried (and continue to try) several low fat or no fat cheese products and no one was satisfied.
- **Group II** had higher trial and satisfaction of flavored cream cheese.
- Origin was not a major factor for either group when it came to purchase choice:
 - Made close to home meant fresher.
 - Purchased in Wisconsin was best.
 - Want to be sure it comes from a dairy state.
 - Price outweighed origin at retail.
- When asked what cheese manufacturers can do for them, both groups responded consistently:
 - Low fat with good flavor.
 - Low fat that will melt.
 - Zip-lock bags in larger blocks and more products.
 - Larger clearer expiration dates.
 - Easier to read label/nutritional information.

General Learning-Retail Customers (continued)

- **Several mentioned that husband/child had returned home with “plastic cheese” due to poor labeling, etc.:**
 - **Help the uniformed/inexperienced.**
- **In general, the retail market tends to be interested in:**
 - **All-family snack products.**
 - **Cheeses that make easy, fast, tasty meals.**
 - **Robust flavoring systems for common dishes.**
 - **Healthier/known nutrition.**
 - **Versatile spread products.**
- **Both consumer groups were highly price sensitive with Group II slightly more so.**
- **Group II slightly favored the concepts that would have the greatest appeal to children (snacks and sandwiches).**
- **Group III slightly favored the concepts that made tastier meals (salads, pasta and highly flavored cheese).**

RETAIL CONSUMERS

CONCEPT RANKING

- The 29 Minneapolis retail consumers reviewed and rated 12 concepts; the concepts are listed below in order of preference:

<u>CONCEPTS</u>	<u>#1 VOTE</u>	<u>"YES" PILE</u>
(C) Pasta Cheese	7	15
(G) Zesty Cheese Spreads	2	16
(N) Roasted Cheese Chips	2	14
(B) Crumbled Cheeses	0	15
(A) Specialty Salad Cheese	2	12
(D) Festive Cheese Snacks	0	13
(J) Roasted Garlic Cheese	0	12
(F) Select Sandwich Cheese	2	9
(K) Pizza Maker Cheese	1	10
(L) Bakers Cheeses	2	8
(E) Hot Cheese Nuggets	1	6
(I) Calcium Rich Cheese	0	5

Retail Consumers - Concept Ranking (continued)

- The top five concepts for each group were:

Group II

(N) Roasted Cheese Chips

(G) Zesty Cheese Spreads

(C) Pasta Cheeses

(B) Crumbled Cheeses

(L) Baker's Cheeses

Group III

(C) Pasta Cheeses

(A) Specialty Cheeses

(G) Zesty Cheese Spreads

(B) Crumbled Cheeses

(D) Festive Cheese Snacks

METHODOLOGY

Research Methodology:

- **Three end user focus groups were conducted; one with managers/chefs employed by casual dining restaurants, one with female heads of household with school age children living at home, and one with female heads of household that were screened to be specialty cheese consumers.**
- **A total of 29 end-users attended the focus groups (10 chefs, 10 females with children and 9 female specialty cheese consumers).**
- **A total of 13 concepts were evaluated; Group I (chefs) reviewed 9 concepts; Group II (mom's with kids) and Group III (female specialty cheese consumers) each reviewed 12 concepts; all end-users saw 8 of the same concepts.**
- **Each concept was rated as a “will buy” or “not buy” at a reasonable price at the time of first exposure; after all concepts were discussed the concepts were divided into “yes or no” piles and the top/best idea identified for each respondent.**

OPPORTUNITIES FOR NEW PRODUCTS

The following pages represent the key opportunity areas for new cheese products for both the professional food service and consumer retail markets.

These recommendations are based on the combined learning from both the Chicago and Minneapolis learning.

FOOD SERVICE OPPORTUNITY AREA #1

- **Provide cheeses that enhance flavor, are easy to use, and provide added value to individual menu items.**

A. Pre-Blended Cheeses that can be used for pizzas, omelets, appetizers, toppings, and more. Deliver in 3, 5 and 10 pound quantities in resealable packages. Form options are blocks and shredded.

Product executions include:

- **Sharp Cheddar, American and Swiss blend.**
- **Colby, Monterey Jack and Cheddar blend.**
- **Fontina and Gruyere blend.**
- **Romano, Parmesan, Mozzarella and Provolone blend.**

Food Service Opportunity- Area #1 (continued)

B. Seasoned Cheeses that can be added to salads, soups, omelets, pizzas, appetizers, pasta and more. Deliver in sizes of 1-5 pounds in resealable packages. Form options are shredded or crumbled.

Product executions include:

- **Provolone seasoned with basil and bits of roasted onion.**
- **Mozzarella and Provolone seasoned with sun-dried tomatoes.**
- **Parmesan seasoned with sweet butter, black pepper and nutmeg.**
- **Parmesan and Romano seasoned with basil, pine nuts and garlic.**
- **Provolone seasoned with bits of carrot, bell peppers, black pepper.**
- **Parmesan seasoned with bits of anchovy.**
- **Bleu Cheese seasoned with real bacon bits and sun-dried tomatoes.**
- **Mozzarella seasoned with real bacon bits and spinach.**
- **Mozzarella and Parmesan seasoned with bits of roasted garlic.**
- **Mozzarella seasoned with roasted garlic and sun-dried tomatoes.**
- **Mozzarella seasoned with roasted garlic and basil.**

Food Service Opportunity- Area #1 (continued)

C. Pre-Sliced Specialty Cheeses for sandwiches, hamburgers, chicken breast and more. Deliver in 1/2 to 1 pound quantities with patty paper separating slices. Offer resealable package as option.

Product executions include:

- Havarti.**
- Gruyere.**
- Aged White Cheddar.**
- Smoked Mozzarella.**
- Smoked Swiss.**
- Other flavors not typically available to food service pre-sliced.**

FOOD SERVICE OPPORTUNITY AREA #2

- **Provide cheeses in new forms that are a more convenient, versatile and attractive to current offerings.**

A. Crumbled Cheeses that can be added to salads, soups, omelets and more. They are considered unique, “fancier” than shredded, convenient for portion control and will melt well. Deliver in quantities of less than 5 pounds. Option of resealable packaging.

Product executions include:

- **Aged Cheddar.**
- **Mozzarella.**
- **Parmesan.**
- **Romano.**
- **Swiss.**
- **Gruyere.**
- **Havarti.**

FOOD SERVICE OPPORTUNITY AREA #3

- **Provide cheese-based snack and appetizer products that offer new, interesting flavors and added convenience than those currently available.**

A. Breaded or Battered Cheese Pieces/Bites in unique flavors that can be included in appetizer offerings as alternatives to traditional breaded Mozzarella sticks. Product is delivered frozen and can be quickly microwaved for serving hot. End-user also has option to deep fry or bake.

Product executions include:

- **Mozzarella with spicy Italian seasoning.**
- **Mozzarella with roasted onion and garlic seasoning.**
- **Provolone with roasted garlic and basil seasonings.**
- **Provolone with basil, pine nut and sun-dried tomato seasonings.**

RETAIL OPPORTUNITY AREA #1

- **Provide cheeses seasoned with familiar ingredients that enhance flavor and easy preparation of a variety of commonly prepared end dishes.**

A. Seasoned Cheeses for Pasta that can be added to cooked pastas (hot or cold) to replicate a variety of pasta dishes. Form options are 1 pound block, or 1/2 to 1 pound grated in resealable packaging.

Product executions are:

- **Parmesan seasoned with sweet butter, black pepper & nutmeg (Alfredo).**
- **Parmesan and Romano seasoned with basil, pine nuts and garlic (Pesto).**
- **Provolone seasoned with bits of carrot, bell peppers and black pepper (Primavera).**
- **Mozzarella seasoned with sun-dried tomatoes, garlic and basil (Pesto).**
- **Mozzarella and Provolone seasoned with tomato and bits of ham (Carbonara).**
- **Mozzarella seasoned with bits of roasted garlic.**

Retail Opportunity Area #1 (continued)

B. Seasoned Cheeses for Salads, Soups, and More that can be tossed with salads, melted into soups, or turned into flavorful snacks or appetizers. Form options are 1 pound block, or 1/2 to 1 pound grated or crumbled in resealable packaging.

Product executions include:

- **Mozzarella seasoned with real bacon bits and spinach (Spinach Salad).**
- **Parmesan seasoned with bits of anchovy (Caesar Salad).**
- **Bleu Cheese seasoned with real bacon bits and sun-dried tomatoes (Cobb Salad).**
- **Mozzarella seasoned with bits of roasted garlic.**
- **Muenster seasoned with roasted garlic and basil.**
- **Fontina seasoned with roasted garlic and sun-dried tomatoes.**
- **Provolone seasoned with basil and bits of roasted onion.**

RETAIL OPPORTUNITY AREA #2

- **Provide cheese-based products that offer new, wholesome snack and/or appetizer options for the whole family, just adults or just kids.**

A. Bite Size Pieces of Cheese in a Variety of Flavors that come either plain or seasoned to be appealing to the palate of younger children. Deliver in convenient, stay-fresh snack packaging of 4 ounces or more appropriate for quick snacks or lunch boxes.

Product executions include:

- **Variety pack of American, Swiss and Mozzarella pieces mixed together.**
- **American cheese.**
- **Cheddar flavored with taco seasoning.**
- **White cheese flavored with cinnamon and bits of dried apple.**
- **Cheddar flavored with toasted onions.**
- **White cheese curds flavored with garlic and mix of herbs.**

B. Spreadable/Seasoned Neufchatel Cheese that is low in fat and can be used in place of mayonnaise and other condiments on sandwiches; spread on other carriers; or used as dips for vegetables and other dippers. Deliver in 8 ounce plastic tub with stay-tight lids.

Product executions include:

- **Dijon mustard and honey.**
- **Ranch seasoning.**
- **Mexican seasonings such as jalapeno and taco.**
- **Tomato bits and basil seasonings.**

Retail Opportunity Area #2 (continued)

C. Crunchy Chips of Roasted Cheese that are consumed like traditional snack chips, whether alone or with drinks, sandwiches or soup. Deliver in recloseable bags in sizes similar to bagel chips, goldfish, pita chips, etc. Could also be boxed.

Product executions include:

- Swiss.
- Cheddar.
- Brick seasoned with garlic and herbs.
- Gouda seasoned with ranch dressing.
- Monterey Jack seasoned with jalapeno.

RETAIL OPPORTUNITY AREA #3

- **Provide cheeses in added-value forms and flavors as alternatives to traditional added-value cheese offerings for common end-uses.**

A. Crumbled Cheeses that offer a unique, “fancier” and highly convenient enhancement for salads and soups. Offer varieties that are typically not available in shredded form. Deliver in 1/2 to 1 pound resealable packages.

Product executions include:

- **Aged Cheddar.**
- **Mozzarella.**
- **Parmesan.**
- **Swiss.**
- **Romano.**

B. Shredded Cheeses in New Flavors for making a variety of snacks on carriers such as pita, tortilla, English Muffins, Boboli crust, toast. Also, can be added to frozen pizzas and homemade pizza. Deliver shredded in 1/2 to 1 pound resealable packages.

Product executions include:

- **Mozzarella seasoned with basil and bits of roasted onion.**
- **Mozzarella and Provolone seasoned with sun-dried tomatoes.**
- **Provolone seasoned with garlic and pepperoni.**
- **Parmesan and Romano seasoned with real bacon bits.**

Retail Opportunity Area #3 (continued)

C. Pre-Sliced Specialty Cheeses for sandwiches and other uses that offer more “adult” flavor profiles and/or introduce new cheeses into the home in a more convenient form. Deliver in 1/2 to 1 pound slices that are separated by peel-off paper.

Product executions include:

- Havarti.**
- Gruyere.**
- Aged White Cheddar.**
- Smoked Mozzarella.**
- Smoked Baby Swiss.**
- Muenster.**

(E)

**Introducing
HOT CHEESE NUGGETS**

**The delicious new hot cheese snack that's
gooey, crispy and creamy all in one tasty bite.**

They're the kind of fun to eat cheese snacks often found at a State Fair....but now you can serve them anytime for appetizers, too. Hot Cheese Nuggets are smooth, creamy-fresh cheese. They're deep fried then flash-frozen to retain their crispy, golden brown outside and creamy inside. All you do is quickly re-fry, bake or pop them in the microwave. They're an irresistible kind of hot snack your customers will enjoy. Hot Cheese Nuggets come frozen in convenient resealable bags.

Choose from these delicious varieties:

**State Fair Classic Nuggets
Spicy Italian Nuggets
Zesty Onion & Garlic Nuggets**

Concept:

HOT CHEESE NUGGETS (E)

Level of Interest:

High

What's Working:

- Tasty alternative to Mozzarella sticks for appetizer plate, "happy hour" offer.
- Will have more/"sharper" flavor than traditional Mozzarella sticks.
- Cooking flexibility is a plus, however, most said they would likely microwave.
- Ability to cook in microwave reduces fat and "fryer cost".

What's Not Working:

- Expected these to be breaded, product would not be acceptable without breading/batter.
- Don't want to "re-fry"; too much added fat to an already fried product.
- Goopy is "gross".

How to Optimize Concept:

- Resolve question of breaded/battered nuggets versus nuggets without. Is this feasible?
- Will they fulfill taste expectations that come from breading?
- How will they be cooked? Etc.

(F)

**Introducing
SELECT SANDWICH CHEESES**

**Distinctive cheeses that are now conveniently ready
to pile high on a variety of sandwiches.**

These are the cheeses you will not typically find pre-sliced and conveniently packaged for sandwich preparation. Cheeses like Gruyere or Aged White Cheddar...cheeses that have a more distinctive and adult flavor profile. Each variety comes pre-sliced, so they're incredibly easy to use anytime you want to enhance your sandwich making skills. They're also perfect on English muffins or bagels in the morning, and they make appetizer preparation a breeze. Select Sandwich Cheeses come sliced thick or thin in stay-fresh, resealable packages.

Choose from these delicious varieties:

**Gruyere
Aged White Cheddar
Smoked Swiss
Smoked Mozzarella
Havarti**

Concept:

SELECT SANDWICH CHEESES (F)

Level of Interest:

High

What's Working:

- Cheeses of this quality and flavor variety are not typically available pre-sliced, therefore not very convenient to “get a portion”.
- Customers desire variety for burgers, omelets, etc.
- Chef could “reformulate” current menu items to make them seem new/interesting.
- Would use on burgers, chicken breast, sandwiches, in soup and omelets.

What's Not Working:

- Low interest when burger or sandwich menu was limited (e.g. Red Lobster).
- “Adult” is not an appropriate way to describe the flavor profiles of these cheeses.

How to Optimize Concept:

- Use “patty” paper to separate slices; do not need to individually wrap slices.
- Make cheese available in 1-1/2 pound sizes.

(B)

**Introducing
CRUMBLLED CHEESES**

**The convenient, delicious way to quickly add the savory taste
of quality cheese to many of your recipes.**

Crumbled Cheeses are ready to toss, top or add extra special taste to foods. They are quality, dairy-fresh cheeses that come naturally crumbled for convenient use. Crumbled Cheese are just right for recipes, tossing on salads, pizza, or blending into hot soups. And they'll melt to a smooth consistency, too. They're available in convenient resealable bags.

Choose from these delicious varieties:

Aged Cheddar Cheese

Mozzarella Cheese

Parmesan Cheese

Romano Cheese

Feta Cheese

Bleu Cheese

Swiss Cheese

Concept:

CRUMBLLED CHEESES (B)

Level of Interest:

High

What's Working:

- **Considered an interesting change and more versatile than traditional shredded cheeses.**
- **Useful in salads and omelets; would make salad more "appealing".**
- **Would be easy to control portions and make "consistent scoop".**
- **May melt better than shredded.**

What's Not Working:

- **Already purchase crumbled Bleu and Feta Cheeses so there is no need for these cheeses.**

How to Optimize Concept:

- **Offer the cheeses in 5 pounds or less.**
- **Feta and Bleu need not be part of this concept.**

(M)

**Introducing
CHEFS BLEND CHEESES**

**A new collection of pre-blended cheeses that are
conveniently ready to use in any recipe that
calls for the great taste of cheese.**

When you're the head of a busy kitchen, it always helps to have quality ingredients on hand in cook-friendly quantities and varieties. That's why you'll appreciate new Chefs Blend Cheeses. Choose from blends that come ready to use for pizzas, omelets, potato skin toppings, burgers, nachos and more. They are a balance of real, dairy fresh cheeses selected for texture, color and flavor, including the all-important characteristic of meltability. Chefs Blend Cheese come in 3, 5 and 10 pound resealable bags that are freshness dated for your assurance of the ultimate in quality and taste.

Choose from these delicious varieties:
Sharp Cheddar, American & Swiss
Romano, Parmesan, Mozzarella & Provolone
Colby, Monterey Jack & Cheddar
Fontina & Gruyere
Mozzarella & Feta
Mozzarella, Cheddar & Sausage
Havarti, Muenster & Ham

Concept:

CHEFS BLEND CHEESES (M)

Level of Interest:

Medium

What's Working:

- A pre-blended, block of flavored cheeses would find a wide variety of uses from pasta to pizza.
- Very convenient way to achieve variety and lower cheese inventory.
- Blended varieties are well-liked; appears as though someone "took the time to pick the right cheeses".

What's Not Working:

- Unappealing to some because have these ingredients on hand already.
- Don't want additional inventory.
- Limited applications.
- Don't mix with meats - sausage, ham, etc.

How to Optimize Concept:

- Revisit blends to assure compatibility.

(1)

**Introducing
ROASTED GARLIC CHEESE**

**Now you can offer the rich taste of roasted garlic
infused in a delicious new cheese.**

Imagine a cheese infused with the earthy flavor of roasted garlic in every bite. New Roasted Garlic Cheese is pure, dairy-fresh Mozzarella expertly blended with garlic that has been gently slow-roasted to deepen its taste. It has a mellow, nut-like flavor that complements any food. Serve it warm with French bread for a delightfully unique garlic bread, or toss with salads or pastas. It's ideal paired with a chicken breast, also. Roasted Garlic Cheese comes in bricks or shredded in convenient resealable packages.

Choose from these delicious varieties:
Classic Roasted Garlic Cheese
Sun-Dried Tomato Roasted Garlic Cheese
Bell Pepper Roasted Garlic Cheese
Tomato Basil Roasted Garlic Cheese

Concept:

ROASTED GARLIC CHEESE (J)

Level of Interest:

Medium

What's Working:

- Useful for appetizer cheese breads and garlic French Bread; also Foccacia bread. (Several chefs will use for current baked garlic breads).
- Useful for pastas, buffets, etc.
- Pre-seasoning with roasted garlic is unique; will be more flavorful; the garlic craze is big”.

What's Not Working:

- No application in middle-of-the-road family restaurant where environment is not “trendy”; many customers “over 50”.
- “Italian” is not relevant to menu.

How to Optimize Concept:

- Revisit flavor varieties to ensure full delivery of roasted garlic taste with additional seasonings.

(L)

**Introducing
BAKER'S CHEESE**

**The delicious new cheeses that keep their full flavor
and melt to perfection, no matter what you choose to cook or bake.**

New Baker's Cheeses have been specially formulated to hold their savory, full flavors in baking and other recipes. Plus, they melt to a silky texture. Baker's Cheeses work beautifully baked in muffins, breads, melted on pizza, nachos or vegetables, or use with your next chicken breast recipe. They won't lose any taste in the cooking or baking process as traditional cheeses will. When full cheese taste is what you want, look for new Baker's Cheese. They come in bricks or shredded in convenient resealable packages.

Choose from these delicious varieties:

Medium Aged Cheddar

Sharp Aged Cheddar

Aged Swiss

Aged Meunster

Aged Mozzarella

Concept:

BAKER'S CHEESE (L)

Level of Interest:

Low

What's Working:

- Expect these cheeses to reduce amount of "oil left on the plate".

What's Not Working:

- General confusion related to what this product is; to some it was probably a low-fat cheese.

- This product has no advantages over regular cheeses; aging already enhances cheese flavor.

- Name is misleading.

How to Optimize Concept:

- Drop.

- Revisit original concept "Baker's Cheddar" which had a more singular benefit and reason for being.

(A)

**Introducing
SPECIALTY SALAD CHEESES**

**A delicious new collection of cheeses specially created
to enhance the popular salads on your menu.**

Specialty Salad Cheeses have the signature seasonings of traditional salad favorites blended right in with the cheese. So they're ideal for adding consistency and zesty taste to all your salad creations, from the tangy Caesar to a simple plate of mixed greens. Each Specialty Salad Cheese is made from pure, dairy-fresh cheese and just the right blend of aromatic herbs and spices. They come grated, crumbled or shredded...just toss with crisp greens and vegetables for superb salads everyone will enjoy. Available in convenient resealable bags.

Choose from these delicious varieties:
Caesar Salad Cheese (Parmesan & Anchovy)
Cobb Salad Cheese (Bleu Cheese & Bacon)
Spinach Salad Cheese (Mozzarella & Mushroom)

Concept:

SPECIALTY SALAD CHEESES (A)

Level of Interest:

Low

What's Working:

- Has potential to conveniently enhance current salad offerings.
- Good idea for salad bar addition.
- Crumbled would be preferred.

What's Not Working:

- Prefer to do custom salad seasoning.
- Don't desire all these seasonings together; this is "overkill".
- Limited applications; "why add more inventory".

How to Optimize Concept:

- Drop as food service offering.

(C)

Introducing PASTA CHEESES

**The delicious new cheeses that can turn a simple bowl of pasta into
pasta bellissimo!**

Creating delicious pasta dishes that are brimming with flavorful cheese taste is quick work with new Pasta Cheeses. They're made from soft or hard Italian cheeses authentically seasoned with just the right blend of herbs, spices, and other tasty ingredients. They melt beautifully to a silky smooth texture, so all you have to do is toss with steaming hot pasta. Pasta Cheeses are so easy to use, whether you're making pasta for one, two or a hungry crew. They come grated, crumbled or shredded in handy resealable bags.

Choose from these delicious varieties:

Alfredo Pasta Cheese (with sweet butter, black pepper and a hint of nutmeg)

Pesto Pasta Cheese (with basil and pine nuts)

Sun Dried Tomato Pasta Cheese (with sun-dried tomatoes)

Primavera Pasta Cheese (with carrot, asparagus and peppers)

Concept:

PASTA CHEESES (C)

Level of Interest:

Low

What's Working:

- No merit found in this idea, even for those who serve pasta.

What's Not Working:

- Pre-seasoned cheeses are unappealing; only prefer fresh cheeses.

- Limited applications' doesn't fit "my" restaurant/menu.

- Seasonings will breakdown in processing.

How to Optimize Concept:

- Drop as food service offering.

(K)

**Introducing
PIZZA MAKER CHEESES**

**Now it's a breeze to turn traditional pizzas into
pizzas with taste pizzazz.**

All you need is the crust and the sauce because new Pizza Maker Cheeses are simply brimming with exciting flavors. They are made from smooth, rich Italian cheeses expertly blended with delicious ingredients such as sausage, salami, even sun-dried tomatoes. Just sprinkle on the pizza, then bake as you normally would any pizza. They're great for preparing delicious appetizer pizzas with bagels or English muffins, too. Pizza Maker Cheeses come grated, crumbled or shredded in convenient resealable packages.

Choose from these delicious varieties:

Garlic & Salami Pizza Cheese

Sun-Dried Tomato Pizza Cheese

Italian Sausage Pizza Cheese

Basil & Roasted Onion Pizza Cheese

Concept:

PIZZA MAKER CHEESES (K)

Level of Interest:

Low

What's Working:

- This idea held no merit for food service.

What's Not Working:

- This idea is only for "home" use; not for restaurant use.

- You just "can't present this to customers"; considered a "cheap way of getting by".

How to Optimize Concept:

- Drop as food service offering.

(C)

Introducing PASTA CHEESES

**The delicious new cheeses that can turn a simple bowl of pasta into
pasta bellissimo!**

Creating delicious pasta dishes that are brimming with flavorful cheese taste is quick work with new Pasta Cheeses. They're made from soft or hard Italian cheeses authentically seasoned with just the right blend of herbs, spices, and other tasty ingredients. They melt beautifully to a silky smooth texture, so all you have to do is toss with steaming hot pasta. Pasta Cheeses are so easy to use, whether you're making pasta for one, two or a hungry crew. They come grated, crumbled or shredded in handy resealable bags.

Choose from these delicious varieties:

Alfredo Pasta Cheese (with sweet butter, black pepper and a hint of nutmeg)

Pesto Pasta Cheese (with basil and pine nuts)

Sun Dried Tomato Pasta Cheese (with sun-dried tomatoes)

Primavera Pasta Cheese (with carrot, asparagus and peppers)

Concept:

PASTA CHEESES (C)

Level of Interest:

High

What's Working:

- Quick, easy way to prepare pasta.
- Easy for kids to make pasta.
- Varieties sound delicious.
- Works as cheese, not as a sauce.

What's Not Working:

- "I make my own cheese sauce".
- What makes it "silky" (thoughts of processed cheese); cheese "taste" sounds very artificial.
- Flavor varieties could be simplified for all-family appeal.
- "Authentically" seasoned is not relevant to this idea.

How to Optimize Concept:

- Revisit flavors for all-family appeal.
- Delete language that makes this product sound "artificial" or processed.

(G)

**Introducing
ZESTY CHEESE SPREADS**

**The delicious, spreadable cheese for crackers, veggies,
sandwiches and more that adds loads of flavor
without all the fat.**

New Zesty Cheese Spreads are made with a naturally low in fat, creamy white cheese. It's blended with lots of flavorful ingredients to deliver a load of taste with a minimum of guilt. Spread it on your favorite crackers or rolls for a terrific taste sensation. Or spread it on sandwiches in place of mayonnaise and other condiments for full, delicious flavor the whole family will enjoy. Zesty Cheese Spreads are a delightful dip for fresh vegetables, too. They come in convenient 8 ounce stay-fresh containers.

Choose from these delicious varieties:

**Dijon Cheese Spread
Country Ranch Cheese Spread
Fiesta Mex Cheese Spread
Tomato Basil Cheese Spread
Honey BBQ Cheese Spread**

Concept:

ZESTY CHEESE SPREADS (G)

Level of Interest:

High

What's Working:

- **Low-fat, tasty cheese spread is appealing for variety of uses, including snacks.**
- **Flavor varieties were appealing.**
- **Great for bagels, dips, crackers; use directly from the refrigerator like mayonnaise.**
- **Consistency of mayonnaise expected; not as thin as typical dip consistency, or as thick as cream cheese.**
- **Sounds positively similar to Boursin spread, though all-family in appeal.**

What's Not Working:

- **Cheese slices are preferred by some over spreads.**
- **Confusion surrounding "creamy white cheese".**
- **Family would not like these flavor varieties.**
- **Honey BBQ very unappealing.**

How to Optimize Concept:

- **Revisit flavor varieties for universal appeal; eliminate Honey BBQ.**
- **Indicate cheese type: Neufchatel recommended as was stated in original concept.**

(N)

**Introducing
ROASTED CHEESE CHIPS**

**A new kind of snack chip that's 100% cheese for
100% of the savory cheese taste you crave.**

New Roasted Cheese Chips are golden gems of real cheese that first crunch, then melt in your mouth for sensational snacking. They're simply slices of all-natural cheese that are slowly and gently roasted to crisp, delicious perfection. And unlike traditional chips and cheese crackers, there's no added fat from cooking oils. Your family will love them for great anytime snacking....you'll love the fact that they're an excellent source of calcium as well. Roasted Cheese Chips come in convenient, resealable 8 ounce bags.

Choose from these delicious varieties:

**Swiss
Cheddar
Gouda
Herb & Garlic Brick
Basil Provolone
Ranch Gouda
Mexican Jack
Honey Swiss
Cinnamon & Sugar Brick**

Concept:

ROASTED CHEESE CHIPS (N)

Level of Interest:

High

What's Working:

- A snack that sounds very new, different, and appealing that family would enjoy.
- Light, crispy, salty like a snack; great for soups and salads, too.
- Flavor varieties are appealing.
- Better than "artificial" cheese snacks like Cheetos for children; better nutrition and healthier.

What's Not Working:

- Some confusion about what the product is:
 - How are they roasted?
 - Do they need refrigeration?
 - Higher in fat?
 - Is this a cracker?
 - What would it taste like?
- Too many flavor choices; Cinnamon & Sugar, Honey Swiss are unappealing.

How to Optimize Concept:

- Need to determine optimum positioning.
- All family snack chip or adult cheese cracker?
- Revisit flavor varieties accordingly.

(B)

**Introducing
CRUMBLED CHEESES**

**The convenient, delicious way to quickly add the savory taste
of quality cheese to your favorite foods.**

Crumbled Cheeses are ready to toss, top or add extra special taste to foods. They are quality, dairy-fresh cheeses that come naturally crumbled for convenient use. Crumbled Cheese are just right for recipes, tossing on salads, pizza, soups or blending with favorite dips. And they'll melt to a smooth consistency, too. They come in convenient resealable bags.

Choose from these delicious varieties:

Aged Cheddar Cheese

Mozzarella Cheese

Feta Cheese

Bleu Cheese

Parmesan Cheese

Romano Cheese

Swiss Cheese

Concept:

CRUMBLED CHEESES (B)

Level of Interest:

High

What's Working:

- Convenient and appealing for salads, soups, other cooking applications; may melt better than shredded cheese or cubes.
- Would have a more "robust" flavor than typical shredded cheeses.

What's Not Working:

- Sounds as though the cheese will be "wet" and only want dry crumbles.
- "How can you crumble an aged cheese?".
- What does "naturally crumbled" mean; very confusing message.
- Name is unappealing.

How to Optimize Concept:

- Consider a more appealing product name.
- Better communicate advantage of this product over traditional shredded cheeses.

(D)

**Introducing
FESTIVE CHEESE SNACKS**

**The new cheese snack that's a great wholesome treat for kids
because they're pop-in-your-mouth fun to eat.**

Festive Cheese Snacks are a delicious new snack that Moms and Dads can really feel good about. They are tasty, pop in your mouth bites of cheese blended with flavorful seasonings, so snacking on cheese becomes more fun than ever. They come in go-anywhere, stay-fresh packets, so you can stash them in your kids' lunchbox for a tasty treat. They're great after school or for anyone who craves a quick cheese snack. Festive Cheese Snacks come in 4 ounce resealable snack bags.

Choose from these delicious varieties:
American, Swiss & Mozzarella Cheese Snack Mix
American Cheese Snacks
Mexican Cheese Snacks
Toasted Onion Cheese Snacks
Apple Cinamon Cheese Snacks
Herb Garlic Cheese Snacks

Concept:

FESTIVE CHEESE SNACKS (D)

Level of Interest:

High

What's Working:

- Nutritious, wholesome snack idea for kids.
- Good for after school and lunch box.
- Flavor varieties are appealing, especially the assortment.

What's Not Working:

- Sounds "gimmicky":
 - Over packaged.
 - Not appropriate for "home snacking".
 - Only for little kids and lunch boxes.
- A high fat snack; very occasional treat for children.
- "Festive" is not appropriate description for cheese which is "solid", rather than "festive".

How to Optimize Concept:

- Change the product name.

(A)

**Introducing
SPECIALTY SALAD CHEESES**

**A delicious new collection of cheeses created
to make even everyday salads special.**

Specialty Salad Cheeses have the signature seasonings of traditional salad favorites blended right in with the cheese. So they're ideal for adding zesty taste to all your salad creations, from the tangy Caesar to a simple plate of mixed greens. Each Specialty Salad Cheese is made from pure, dairy-fresh cheese and just the right blend of aromatic herbs and spices. They come grated, crumbled or shredded in convenient resealable bags. Just toss with crisp greens and vegetables for superb salads everyone will enjoy.

Choose from these delicious varieties:
Caesar Salad Cheese (Parmesan & Anchovy)
Cobb Salad Cheese (Bleu Cheese & Bacon)
Spinach Salad Cheese (Mozzarella & Mushroom)

Concept:

SPECIALTY SALAD CHEESES (A)

Level of Interest:

High

What's Working:

- Very appealing for salads; would use several times per week.
- The “flavor of anchovy without the real thing”.
- Flavored grated cheese is great idea.
- Very convenient; no mess; good variety.

What's Not Working:

- Concern about too much sodium.
- All seasonings must be “fresh” (for example, real bacon).
- Mushrooms in cheese are unappealing.

How to Optimize Concept:

- Revisit flavors for salad compatibility (e.g. Mozzarella and Bacon for Spinach Salad).
- Explore optimum form delivery, crumbled, grated or shredded.

0)

**Introducing
ROASTED GARLIC CHEESE**

**Now you can savor the rich taste of roasted garlic
infused in a delicious new cheese.**

Imagine a cheese infused with the earthy flavor of roasted garlic in every bite. New Roasted Garlic Cheese is pure, dairy-fresh Mozzarella expertly blended with garlic that has been gently slow-roasted to deepen its taste. It has a mellow, nut-like flavor that complements any food. Serve it warm with French bread for a delightfully unique garlic bread, or toss with salads or pastas. It's ideal paired with a chicken breast, also. Roasted Garlic Cheese comes in bricks or shredded in convenient resealable packages.

Choose from these delicious varieties:
Classic Roasted Garlic Cheese
Sun-Dried Tomato Roasted Garlic Cheese
Bell Pepper Roasted Garlic Cheese
Tomato Basil Roasted Garlic Cheese

Concept:

ROASTED GARLIC CHEESE (J)

Level of Interest:

Medium

What's Working:

- Very appealing for adults/families with kids who cook with and love garlic.
- Roasted is unique; use with garlic breads, chicken breast, pita and sandwiches.
- "Earthy" sounds "really good".

What's Not Working:

- Kids won't eat garlic; roasted is a turn-off.
- "Earthy" sounds "awful"; this cheese is weird and gimmicky.
- "I prefer only fresh garlic".
- Bell Pepper unappealing.

How to Optimize Concept:

- Optimize flavor varieties: Mozzarella based spread has potential; Bell Pepper has none.
- Cheese should be spreadable and be blended with bits of roasted garlic.

(K)

**Introducing
PIZZA MAKER CHEESES**

**Now it's a breeze to turn traditional pizzas into
pizzas with taste pizzazz.**

All you need is the crust and the sauce because new Pizza Maker Cheeses are simply brimming with exciting flavors. They are made from smooth, rich Italian cheeses expertly blended with delicious ingredients such as sausage, salami, even sun-dried tomatoes. Just grate the cheese, sprinkle on the pizza, then bake as you normally would any pizza. And they work great on toast, English muffins or pita breads in your toaster or microwave for after school snacks or anytime snacks. Pizza Maker Cheeses come grated, crumbled or shredded in convenient resealable packages.

Choose from these delicious varieties:

Garlic & Salami Pizza Cheese
Sun-Dried Tomato Pizza Cheese
Italian Sausage Pizza Cheese
Basil & Roasted Onion Pizza Cheese

Concept:

PIZZA MAKER CHEESES (K)

Level of Interest:

Medium

What's Working:

- Very appealing for quick, convenient way to prepare with bagels, crackers, English Muffins, breakfast toast; tortillas; pitas.
- Easy for younger kids to prepare snacks after school and other occasions.
- Will use in lasagna and addition to frozen pizza.

What's Not Working:

- "Pizza" is limiting and too focused on one use.
- Uncertain of fat content of sausage and salami.

How to Optimize Concept:

- Add a Pepperoni variety.
- Most consumers desire shredded delivery.

(F)

**Introducing
SELECT SANDWICH CHEESES**

**The distinctive cheeses you love now come conveniently ready
to pile high on your next sandwich.**

These are the cheeses you will not typically find pre-sliced and conveniently packaged for sandwich preparation. Cheeses like Gruyere or Aged White Cheddar...cheeses that have a more distinctive and adult flavor profile. Each variety comes pre-sliced, so they're incredibly easy to use anytime you want to enhance your sandwich making skills. They're also perfect on English muffins or bagels in the morning, and they make appetizer preparation a breeze. Select Sandwich Cheeses come sliced thick or thin in stay-fresh, resealable packages.

Choose from these delicious varieties:

**Gruyere
Aged White Cheddar
Smoked Swiss
Smoked Mozzarella
Havarti**

Concept:

SELECT SANDWICH CHEESES (F)

Level of Interest:

Medium

What's Working:

- "Adult" flavors are appealing for variety, special occasions, sandwiches.
- Convenient delivery of cheeses "I normally have to go to the deli" to find.

What's Not Working:

- These are "high in fat" varieties and not for children.
- Some varieties are not familiar: Havarti and Gruyere in particular.
- These cheeses typically dry out rapidly and "we only buy them in chunks".
- These are strong flavors and "we like mild cheeses"; many don't find "smoked" appealing.

How to Optimize Concept:

- Optimize flavor selection.
- Do not individually wrap; use "wax" deli-like paper between slices to support deli image.

(L)

**Introducing
BAKER'S CHEESE**

**The delicious new cheeses that keep their full flavor
and melt to perfection, no matter what you choose to cook or bake.**

New Baker's Cheeses have been specially formulated to hold their savory, full flavors in baking and other recipes. Plus, they melt to a silky texture. Baker's Cheeses work beautifully baked in muffins, breads, melted on pizza, nachos or vegetables, or use with your next chicken breast recipe. They won't lose any taste in the cooking or baking process as traditional cheeses will. When full cheese taste is what you want, look for new Baker's Cheese. They come in bricks or shredded in convenient resealable packages.

Choose from these delicious varieties:

Medium Aged Cheddar

Sharp Aged Cheddar

Aged Swiss

Aged Meunster

Aged Mozzarella

Concept:

BAKER'S CHEESE (L)

Level of Interest:

Medium

What's Working:

- Appealing idea for preparing heated dips, cheese sauces, baking with chicken, pizza, lasagna, pastas, nachos, vegetables, quick breads.

- Will work "better without burning" and will not become stringy.

- Could improve the texture of grilled cheeses sandwiches.

- "Baker's" sounds like "quality".

What's Not Working:

- Some consumers have "no problem with traditional cheese":

- Don't "trust this" - this is not "real cheese".

- "What has been altered to get the texture".

- There will be "lots of fat" in these cheeses.

- What's the point, cheeses don't lose their flavor.

- "Baker's" sounds like pastries only.

How to Optimize Concept:

- Revisit original Baker's Cheddar concept for feasibility.

(E)

**Introducing
HOT CHEESE NUGGETS**

**The delicious new microwave cheese snack that's
gooey, crispy and creamy all in one tasty bite.**

They're the kind of fun to eat cheese snacks often found at a State Fair....but now you can get them right from your own microwave. Hot Cheese Nuggets are smooth, creamy-fresh cheese. They're deep fried then flash-frozen to retain their crispy, golden brown outside and creamy inside. All you do is pop them in your microwave for a minute or two. They're an irresistible kind of hot snack whenever you're in the mood for the great taste of cheese. Hot Cheese Nuggets come ready to for the microwave in a handy, stay-fresh resealable bag. And they're an easy after school snack, too.

Choose from these delicious varieties:

**State Fair Classic Nuggets
Spicy Italian Nuggets
Zesty Onion & Garlic Nuggets**

Concept:

HOT CHEESE NUGGETS (E)

Level of Interest:

Low

What's Working:

- Appealing for kids snacking because they can fix their own; good flavor varieties.
- A "guilty pleasure"; occasional treat.
- They should only be breaded/battered to "keep the cheese in".

What's Not Working:

- Too much fat; this is State Fair food "only".
- Frozen means they will contain "additives".
- Can't imagine nuggets without breading or batter.
- Young children would burn their mouths.

How to Optimize Concept:

- Drop.

(I)

**Introducing
CALCIUM RICH CHEESE**

**Now you can enhance your nutrition while indulging your
tastebuds with these new calcium fortified cheeses.**

Anyone who needs to increase the calcium in their diet will surely love these new cheeses. That's because they've been fortified with double the calcium of traditional cheese. You'll find a variety of delicious cheeses from mild brick to sharp aged cheddar. Try them on sandwiches, in recipes, for snacks or just plain cheese indulgence. You'll be doing your body and bones some good at the same time. Calcium Rich Cheeses come in bricks or shredded in stay-fresh resealable packages.

Choose from these delicious varieties:

Mild Brick

Mild Cheddar

Sharp Aged Cheddar

Baby Swiss

Muenster

Concept:

CALCIUM RICH CHEESE (I)

Level of Interest:

Low

What's Working:

- Anywhere "I can get extra calcium" is appealing if "it tastes the same".

What's Not Working:

- This is a "lot of fat for adding calcium"; will just increase fat and calories.

- Need more than just calcium to balance diet; this is a "gimmick".

- Use other sources for calcium such as supplements.

How to Optimize Concept:

Drop.

New Cheese Concepts/
Consumer Focus Groups
Minneapolis, MN
December 15 1994
Group I - Casual Dining Chefs

-Discussion Guide-

I. Introduction and Base Information:

- Name, place of employment, how long employed at this restaurant, how long in food preparation business, type of food offered, responsibilities at work.
- Determine the specific responsibilities each has in regard to cheese products; ordering, preparation, inventory, cooking, evaluating, identifying new products, new uses, etc.
- What types of cheeses are used by each establishment; list the type, how do they arrive (size, form, packaging, etc.), what are the steps from arrival to serving; how much and what type of preparation is needed.
- How do you find out about, order, obtain new cheese products; what role do you have in the procurement of a new cheese.
- Do cheese manufacturers, distributors, etc. call on you directly; if no, where do they call, why.
- What could manufacturers of cheese do to help you; probe for specifics related to product type, variety, form, packaging, size, information, distribution, etc.
- Are there specific problems (beyond those already discussed) that the industry needs to address; probe for specifics and potential solutions.
- Do you have any wishes related to cheese and your needs (or your customers needs); if you were a cheese manufacturer, what would you do differently and/or additionally.

II. Cheese Concepts:

(The concepts will be explored one at a time with sort and prioritization after all of the concepts are discussed.)

- Read the product concepts one at a time - have the respondents write down buying interest; yes/no at a reasonable price and why. Cross out words that are negative to the understanding of the idea. Cross out any varieties not appealing.
- Obtain a hand vote and the verbal responses as to reasons why; probe for ways to improve the idea; identify what's best about the idea, what's least liked.

- For those that like the idea determine how it would be used; is it an addition or replacement; how often would it be used; how should it be packaged, sized, form, wrapped, etc.
- After the concepts have been reviewed, have the respondents divide the concepts into 2 sets:
 - Yes, I would buy at a reasonable price
 - No, I would not buy
- Get an identification of the "yes" pile and discuss in-depth the reasons why.

IV. Review of Ideas of Interest:

- Once all of the concepts have been reviewed and placed into yes/no purchase piles the respondents will be asked to prioritize the concepts and number them accordingly.
- A hand vote will be taken on each concept to determine where it is in relationship to the others.
- An indepth discussion will then be conducted on each of the top 5 concepts (more if time allows):
 - Why did the concept rise to the top
 - What is different about the idea; what's new
 - Where does this cheese fit in to your usage; how will it be used, what dishes
 - How should it be packaged, what size, what form, what varieties
 - Will it replace another cheese, if so, what, why
 - Will it cause you to serve more cheese, why/why not
 - Can it be improved, how
- If time allows we will discuss additional products that may or may not be in the save pile. These ideas will be those that show some potential, yet need major changes to win:
 - Focus on what's unappealing; how can it become a "will buy".
- In summary, probe for new ideas that fit their specific restaurant/system/customer needs.
- Identify Wisconsin Cheesemakers as our sponsor for the research; probe for image, reputation, value, product awareness and use.

New Cheese Concepts/
Consumer Focus Groups
Minneapolis, Mn
December 15, 1994
Groups II & III (Consumers)

-Discussion Guide-

I. Introduction and Base Information:

- Name, household make-up (ages, sex), employment/activities.
- Your family and cheese; who eats, how often served, how served, last cheese purchased, who purchased and where.
- Types of cheese currently in inventory at home; what other cheese are regularly purchased/eaten by your family; what new cheeses have you tried recently.
- Any problems with cheese, wishes for new/different cheeses, what would make a good new taste in cheese.
- Any messages to the cheese manufacturers; things they could change, products they could offer that would make you a happier customer, get you to eat more cheese.

II. Cheese Concepts:

(The concepts will be explored one at a time with a sort and prioritization after all of the concepts are discussed.)

- Read the product concepts one at a time - have the respondents write down buying interest; yes/no at a reasonable price and why. Cross out any words that are negative to the understanding of the idea. Cross out any varieties not appealing.
- Obtain a hand vote and the verbal responses as to reasons why; probe for ways to improve the idea; identify what's best about the idea, what's least liked.
- For those that like the idea determine how it would be used; is it an addition or replacement; how often would it be used; where would they expect to purchase (what type of store, where in the store).
- Show available prototypes; probe on visual appeal, concept fit, size, varieties, use, etc.
- Repeat for all concepts.
- After the concepts have been reviewed, have the respondents divide the concepts into 2 sets:
 - Yes, I would buy at a reasonable price
 - No, I would not buy
- Get an identification of the "yes" pile and discuss in-depth the reasons why, where the product would fit, how used, frequency and as addition/replacement.

IV. Review of Ideas of Interest:

- Once all of the concepts have been reviewed and placed into yes/no purchase piles the respondents will be asked to prioritize the concepts and number them accordingly.
- A hand vote will be taken on each concept to determine where it is in relationship to the others.
- An indepth discussion will then be conducted on each of the top 5 concepts (more if time allows):
 - Why did the concept rise to the top
 - What is different about the idea; what's new
 - Which varieties are most appealing; ideas for additional varieties
 - Is this an everyday or specialty cheese
 - Where does this cheese fit in to your usage
 - Who will eat it, how will it be served; snack, appetizer, ingredient, dessert, etc.
 - Will it replace another cheese, if so, what
 - Will it cause you to eat more cheese
 - Can it be improved for your use, how
- If time allows we will discuss additional products that may or may not be in the save pile. These ideas will be those that show some potential, yet need major changes to win:
 - Focus on what's unappealing; how can it become a "will buy".
- Identify Wisconsin Cheesemakers as our sponsor for the research; probe for image, reputation, produce awareness and use.

**CASUAL RESTAURANT MANAGER/CHEF
CHEESE FOCUS GROUP**

DATE OF SCREENING _____

NAME _____ DATE OF GROUP _____

ADDRESS _____ TIME OF GROUP _____

CITY/ZIP _____ PHONE #: HOME _____ WORK _____

INTERVIEWER' INITIALS _____ REMINDER CALL MADE: _____ DATE _____

THIS INTRODUCTION AND ALL OF THE QUESTIONS ON THIS SCREENER MUST BE READ WORD FOR WORD. ASK TO SPEAK TO THE CHEF OR MANAGER WHO IS RESPONSIBLE FOR PURCHASING OR ORDERING DAIRY PRODUCTS SUCH AS CHEESE.

Hello, I'm _____ calling from _____ a marketing research company. We are conducting a study for the WISCONSIN MILK MARKETING BOARD. I am calling you today to ask you some questions about the dishes prepared in your restaurant. Will you please take the time for me to ask you a few questions? Thank you.

- Are you responsible for purchasing or ordering the dairy products served at your restaurant?
 YES () CONTINUE NO () TALLY & TERMINATE

- At what restaurant do you are currently work?

MUST BE A CASUAL/THEME DINING RESTAURANT SUCH AS CHILI'S, CHI CHI'S, BENNIGANS, T.G.I. FRIDAYS, ETC. IF NOT, CHECK WITH SUPERVISOR BEFORE TERMINATING.

- Please tell me if you or anyone in your immediate family is employed by any of the following as I read the list.

	YES	NO	
Advertising Agency	()	()	IF YES TO ANY TERMINATE AND TALLY
Public Relations Firm	()	()	
Market Research Firm	()	()	

- Does any member of your family work for a cheese manufacturer, distributor, or retailer?

YES () TERMINATE NO () CONTINUE

REVISED

-2-

5. When, if ever, did you last participate in a market research focus group or personal interview at a market research company?

_____ IF WITHIN THE LAST 6 MONTHS
TERMINATE AND TALLY

6. We would like to invite you to participate in a marketing research focus group with others like yourself on Thursday 15 December at 8:30 am. As I mentioned earlier, this research session is being conducted for the WISCONSIN MILK MARKETING BOARD. There are no sales involved in this effort; we are simply interested in your opinions.

The group discussion will last two (2) hours and you will receive _____ for your participation. Are you willing to do this?

YES ()

NO ()

THANK RESPONDENT
TERMINATE AND TALLY

WE WILL SEND YOU A MAP AND DIRECTIONS ALONG WITH CONFIRMATION OF THIS COMMITMENT.

I must let you know that we do consider this to be a firm commitment on your part. However, if an emergency arises please call 831-7198 at once, as we will need to replace you.

BE SURE RESPONDENT HAS ACCURATE DIRECTIONS TO ORMAN GUIDANCE RESEARCH, INC. AND ASK HIM/HER TO PLEASE BE PROMPT.

FEMALE CONSUMERS
CHEESE FOCUS GROUP

DATE OF SCREENING _____
NAME _____ DATE OF GROUP _____
ADDRESS _____ TIME OF GROUP _____
CITY/ZIP _____ PHONE #: HOME _____
WORK _____
INTERVIEWER' INITIALS _____ REMINDER CALL MADE: _____
DATE _____

THIS INTRODUCTION AND ALL OF THE QUESTIONS ON THIS SCREENER MUST BE READ WORD FOR WORD. NO MENTION OF QUALIFYING MAY BE MADE UNTIL ALL QUALIFYING QUESTIONS ARE ANSWERED. DO NOT SCREEN ANY FRIENDS OR RELATIVES OF YOURS. IF THIS HAPPENS, THEY WILL BE DISQUALIFIED.

Hello, my name is _____ and I am calling from Orman Guidance Research, Inc. We are conducting a brief survey about the dishes prepared in your home. Will you please take the time for me to ask you a few questions? Thank you.

1. Am I speaking to the female head of the household?
YES () CONTINUE NO () TALLY & TERMINATE

2. Which of the following describes your current working situation?

Working Full Time.....()
Working Part Time.....()
Work inside the home.....()
(such as Daycare Provider).....()
Homemaker.....()

OBTAIN
A
MIX

3. Please tell me if you or anyone in your immediate family is employed by any of the following as I read the list.

	YES	NO	
Advertising Agency	()	()	IF YES TO ANY TERMINATE AND TALLY
Public Relations Firm	()	()	
Market Research Firm	()	()	
Cheese Mfgr/Distr/Retailer	()	()	

4. When, if ever, did you last participate in a market research focus group or personal interview at a market research company?

_____ IF WITHIN THE LAST 6 MONTHS
TERMINATE AND TALLY

5. What is your marital status?

_____ MUST BE MARRIED OR
TERMINATE AND TALLY

6. Do you have children living at home?

YES () CONSIDER FOR GROUP #2 OR #3. CONTINUE.
NO () CONSIDER FOR GROUP #3. SKIP TO Q8.

7. What are the ages and genders of your children?

GENDER	AGE
_____	_____
_____	_____
_____	_____
_____	_____

NOTE:
GROUP II MUST HAVE
CHILDREN 6-18 AT HOME

GROUP III IS A MIX OF
RESPONDENTS WITH AND
WITHOUT CHILDREN

8. Which of the following categories best describes your household income?

under \$25,000.....	{	TERMINATE
\$25,000 - \$34,999.....	}	TERMINATE
\$35,000 - \$44,999.....	{	RECRUIT
\$45,000 - \$54,999.....	}	A
\$55,000 - \$74,999.....	{	MIX
over \$75,000.....	}	

9. How many times in an average week do you serve your family cheese?

_____ MUST BE AT LEAST ONCE TO CONTINUE.
(ANY WAY, SHAPE OR FORM OF CHEESE QUALIFIES)

-4-

LIST OF CHEESES SERVED:**MUST HAVE SERVED AT LEAST ONE OF THESE
IN THE PAST MONTH TO QUALIFY FOR GROUP #3.**

- | | |
|-------------------------|----------------------------|
| - FETA | - GOAT CHEESE |
| - GORGONZOLA | - GRUYERZ |
| - BRIE | - ROQUEFORT |
| - RICOTTA | - PROVOLONE |
| - HERB | - JALAPENO |
| - FONTINA | - HAVARTI |
| - BLUE | - MEXICAN |
| - CHEVRE | - SCAMORZA |
| - GOUDA | - QUESO BLANCO |
| - HOT PEPPER CHEESE | - PORT WINE SWISS |
| - FARMERS CHEESE | - ASIAGO |
| - BABY SWISS | - SMOKED CHEESE (ANY TYPE) |
| - CAMEMBERT | - MASCARPONE |
| - FRESH MOZARELLA BALLS | - AGED CHEDDAR |