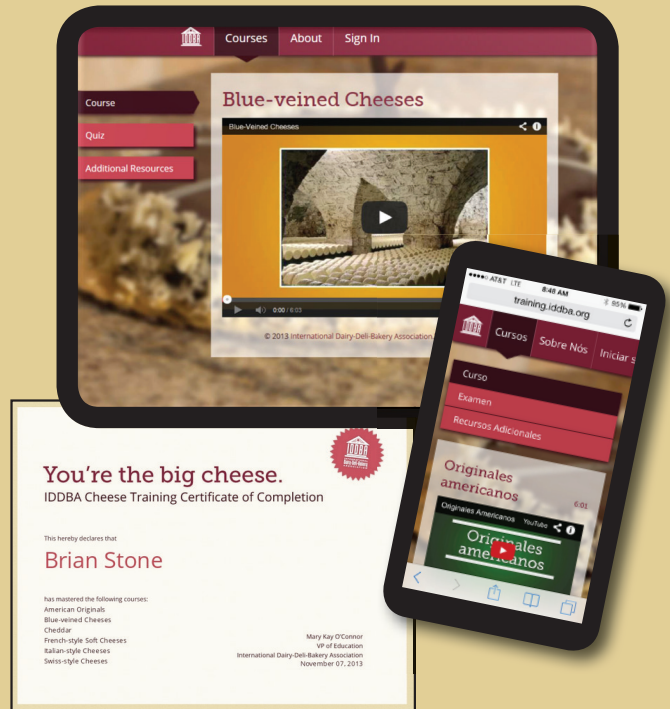


Savor More Cheese Sales—New FREE Cheese Training

As consumers' palates evolve, so does demand for cheese, particularly more specialty cheeses. Make sure your sales associates have the knowledge and motivation they need to help customers with their cheese purchases. IDDBA can help. Go to training.iddba.org. Our cheese training is free.

IDDBA Cheese Training includes:

- 5-8 minute concise videos (English and Spanish)
- associate progress tracked to save you time
- short quizzes to test knowledge
- recognition certificate for acknowledgement
- 25+ cheeses covered over 6 courses for tablets, smartphones or desktop computers
 - *American Originals*
 - *Cheddar*
 - *Blue-veined Cheeses*
 - *French-style Soft Cheeses*
 - *Swiss-style Cheeses*
 - *Italian-style Cheeses*



Begin using training.iddba.org today.
And subscribe to our channel on YouTube.