




April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida

A large green rectangular sign with a white border and four white screws. It contains the text 'LEADERSHIP' and 'SUCCESS' in white, all-caps, sans-serif font, followed by a large white arrow pointing to the right.

LEADERSHIP  
SUCCESS →



THE VOICE OF FOOD RETAIL 

# Supplier/Retailer Partnerships

**Tom Hobt**

VP, Perishables  
Hy-Vee, Inc.

**Marty Pullin**

Director  
WMMB

**Kerry Henning**

CEO  
Henning's Cheese

# Great Partnerships Deliver Great Results

Hennings Cheese



WMMB



Hy-Vee

**Identify  
The  
Opportunity**

Product Development

# Food Safety

Department Layout

Logistics

Sales

**PROFITS**

Category Expansion

Training

**Product Development**

**Training**

# Training

- **Product Knowledge**
- **Product Handling**
- **Cheese “Culture”**
- **Passion**









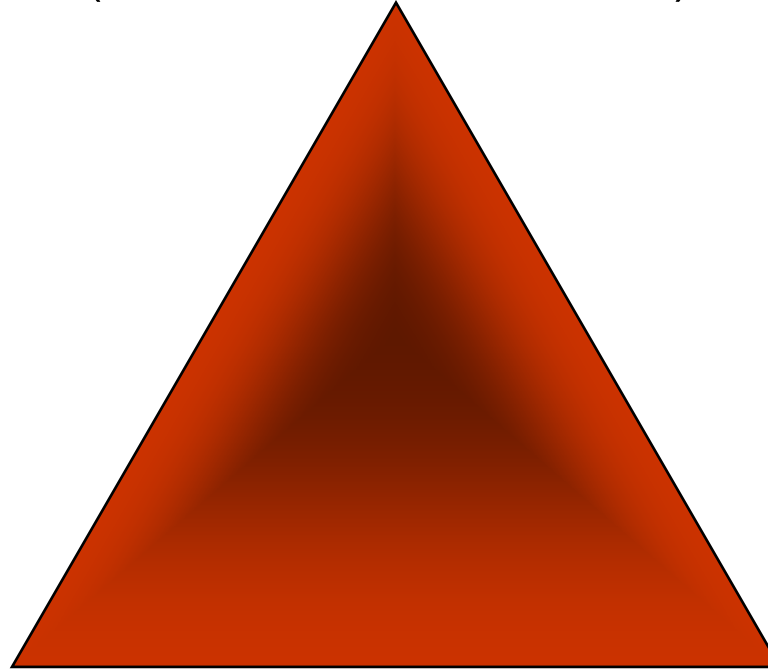
# Building a Partnership



Outdo Ordinary™

# Building a Partnership

Hy-Vee  
(Retailer & Distributors)



WCC

(Wisconsin Cheese Companies)

WMMB



**WISCONSIN MILK  
MARKETING BOARD**  
**WISCONSIN DAIRY PRODUCERS**

- A not-for-profit state commodity (dairy) board
- Primary mission is to help increase demand for milk produced on Wisconsin dairy farms
- Governed by a board of directors made up of 25 Wisconsin dairy producers
- Supports Wisconsin Cheese on a local and national basis as 90% of Wisconsin's milk is used to manufacture cheese

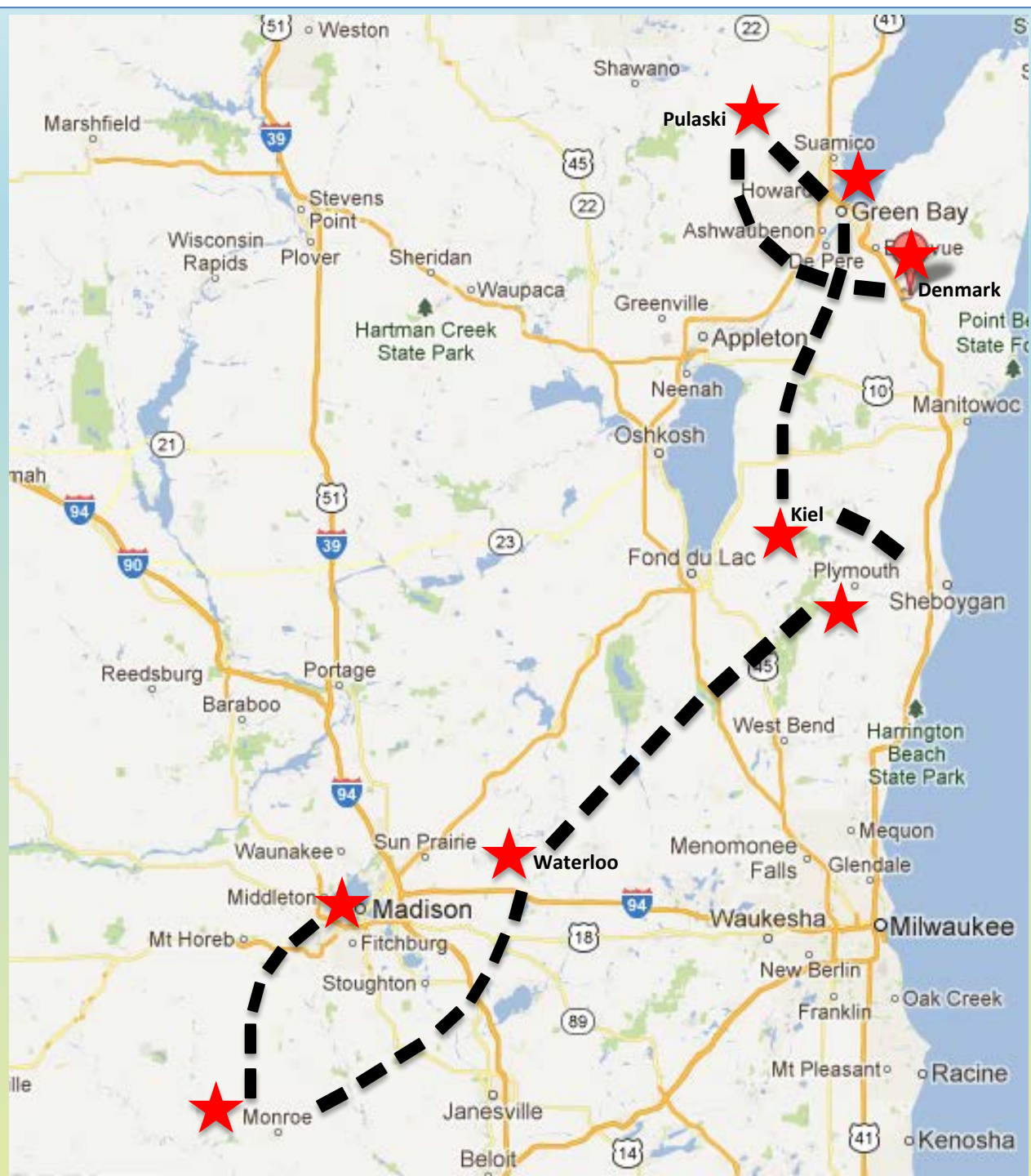


# Building a Partnership

- Education! Education! Education!
  - ◆ Education/training for deli staff
    - <http://training.WMMB.com>
  - ◆ Wisconsin Cheese Tour
    - Wisconsin Cheese Plants
    - Dairy Farm



# THE CHEESE TRIP

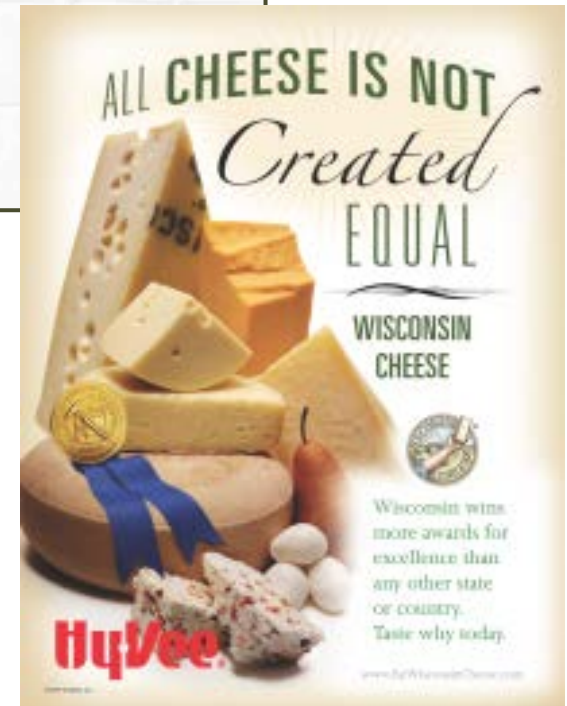
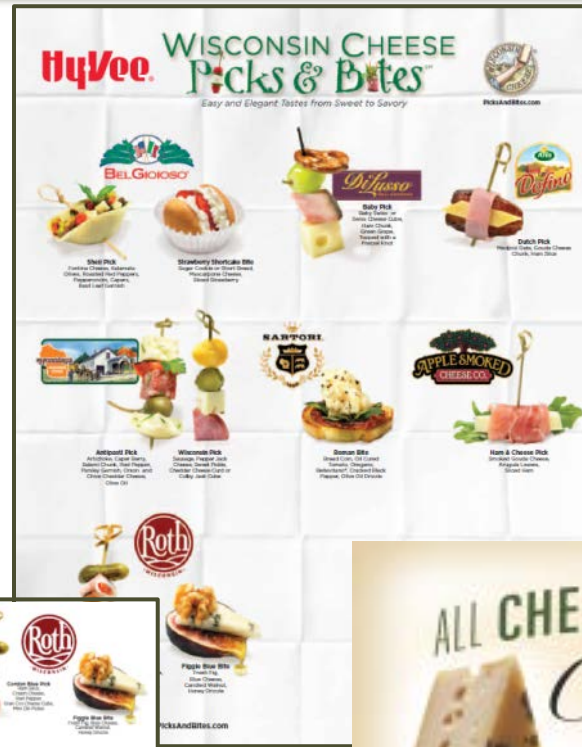






# Building a Partnership

- Customized Promotions
- Themed Promotions
- POP Development
  - ◆ Ironman
  - ◆ Table tent
  - ◆ Counter card with recipe brochures
  - ◆ Danglers



# Building a Partnership

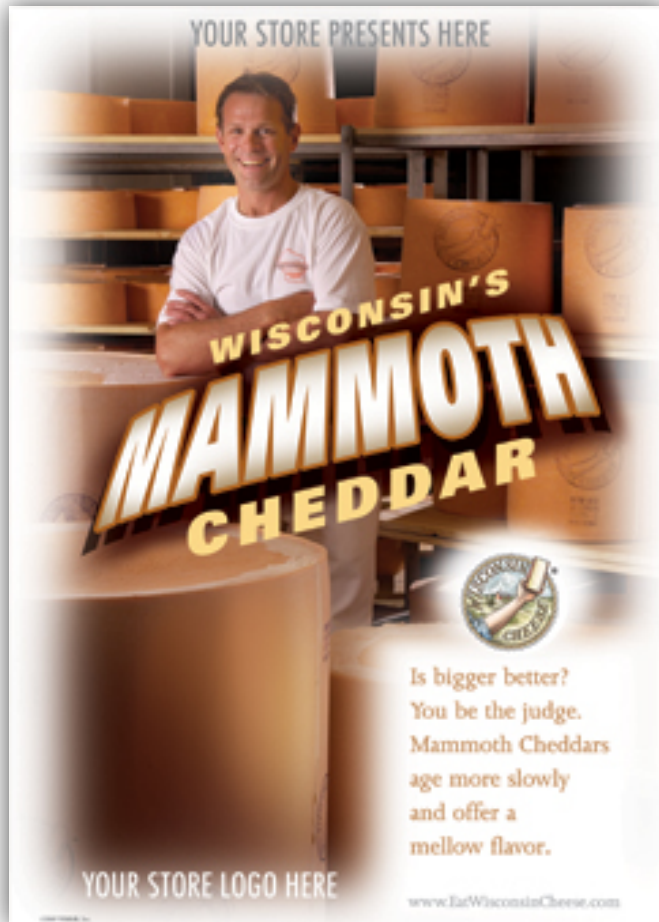
## ■ Merchandising Tools

- ◆ Barrel Displays
- ◆ Signage
- ◆ Pairing Guides
- ◆ Website
  - Recipes
  - Additional Cheese Education



# Building a Partnership

## ■ Meet the Cheesemaker



# Building a Partnership

## ■ Cheese Carving



# Product Development

# Building a Partnership



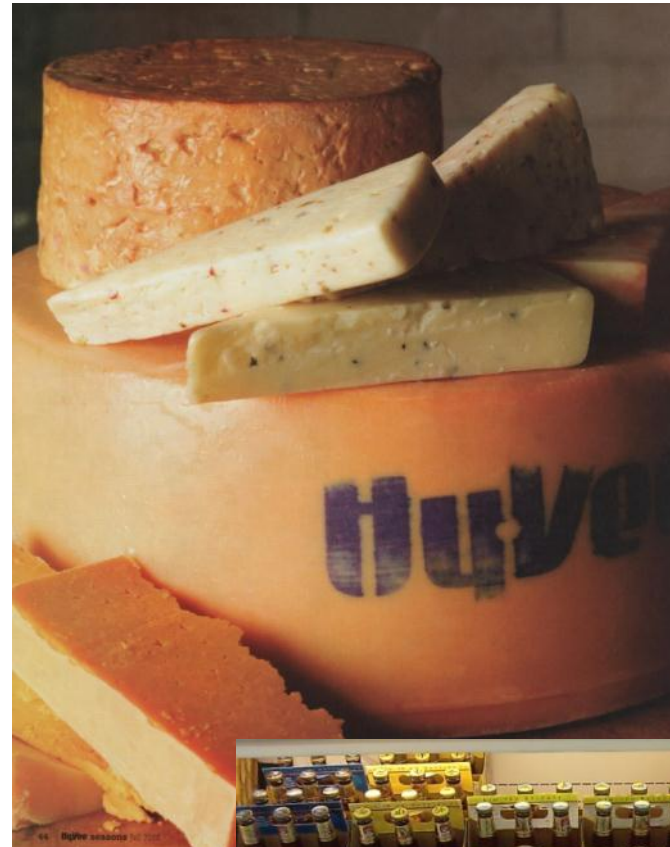
# Hennings Hatch Pepper Cheddar

- Master's Mark
- Winner of U.S. and World Award Winning Cheeses
- 40,000lb Promotion



# Building a Partnership

## ■ Henning's Hatch Pepper









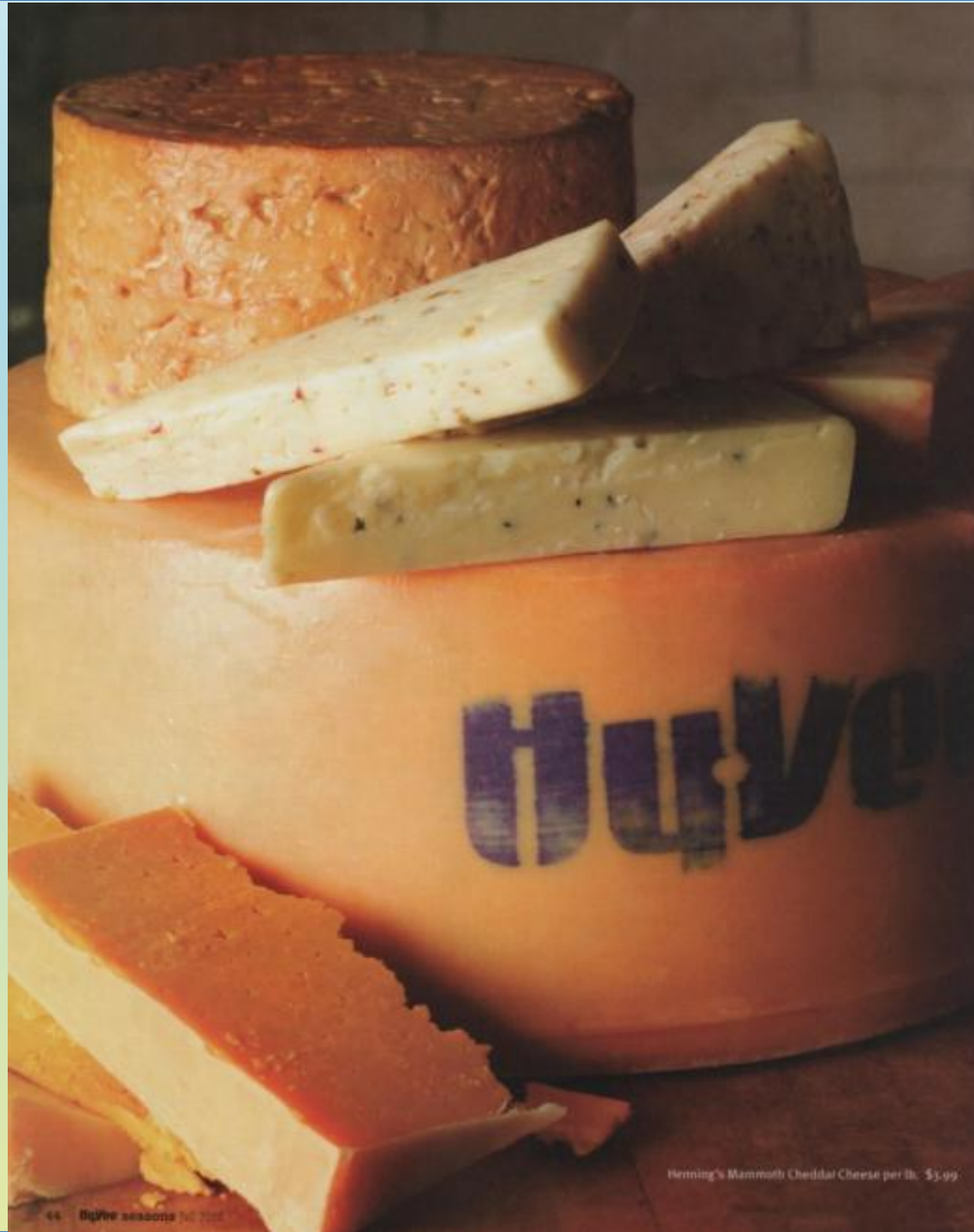
Opportunity

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graph TD; A[Opportunity] --> B[Partnership]; B --> C[Results];
```

A flowchart illustrating a three-step process. The first step is 'Opportunity', which leads to 'Partnership', which in turn leads to 'Results'. Each step is contained within a green rectangular box with rounded corners and a white border. The boxes are arranged vertically, with 'Opportunity' at the top, 'Partnership' in the middle, and 'Results' at the bottom. Blue arrows indicate the flow from 'Opportunity' to 'Partnership' and from 'Partnership' to 'Results'.

Partnership

Results



Huy Fong's Mammoth Cheddar Cheese per lb. \$3.99