
A Retailers Perspective



THE COURTYARD DAIRY
SPECIALIST CHEESE REFINER AND PURVEYOR



Who Am I?



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>80% cheese still sold through top 6 Supermarkets
People still price led

Why are supermarkets so popular?

◆ Convenience

- parking,
- part of 'big shop'
- do a good job
- Opening hours

◆ Independents:

- perceived to be more expensive
- small
- out of the way
- bad access
- crowded
- limited shopping lines and opening hours



Look around the large British supermarkets - quality? Champion farmhouse?

Why do people come to independents?



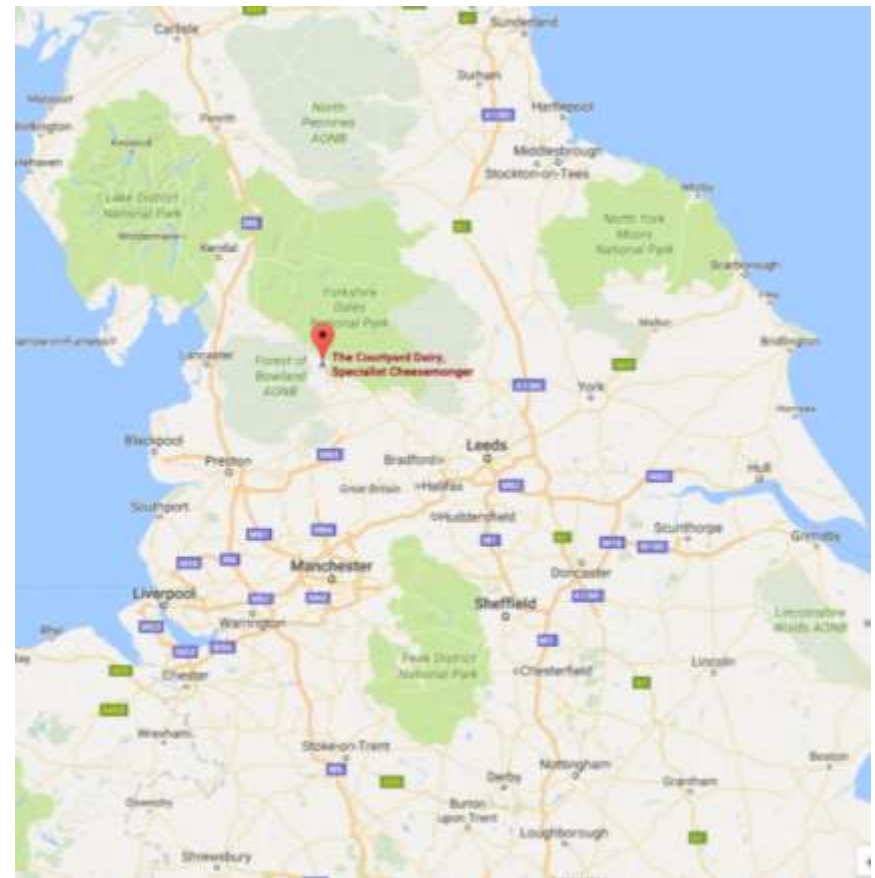

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- ◆ Better / different cheese
- ◆ Better service and knowledge
- ◆ An experience
- ◆ Taste



Why our shop works

- ◆ Middle of nowhere;
- ◆ Local population – was there a need?



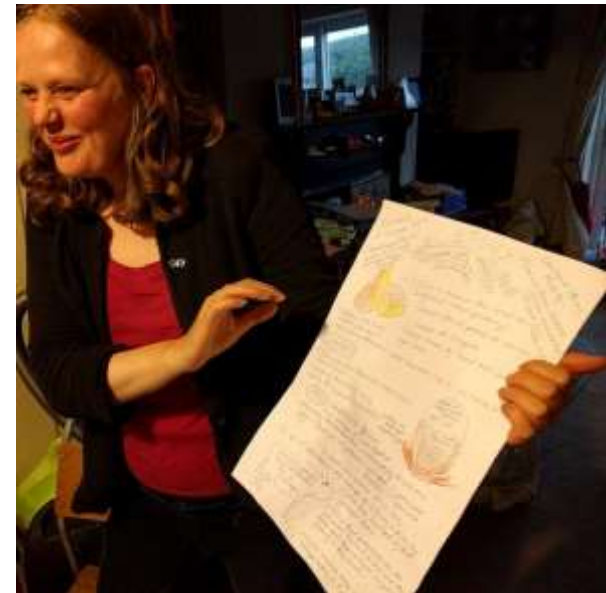
Created a draw:

- ◆ Narrow range – small space forced us to specialist
- ◆ Different range
- ◆ Stayed true to our ideals – never compromised
- ◆ We love and live cheese – knowledge and staff training
- ◆ Service – 5 star but not stuffy
- ◆ All walks of life – everyone is interested in good cheese.



Advantage of supplying small retailers like us

- ◆ Tell story
- ◆ Loyal to you
- ◆ Get people to taste your cheese
- ◆ Not just a phase / trend
- ◆ Want to sell it in optimum condition



The importance of the specialist retailer to you

- ◆ Your product relies on this support – it has an identity but not the same weight of:
 - branding
 - marketing budget
 - salesman on the road
 - sampling packs
 - point of sale material
- ◆ Farmhouse cheese can't compete on these but can on:
 - **Story**
 - **Taste**

Challenges to small retailers (and you!)

- ◆ Marketing fad's and the big boys wising up (copies)
- ◆ Terms 'Farm made'; 'Traditional' and 'Artisan', 'hand-made' not protected
- ◆ PDOs / Awards?
- ◆ How you can help us compete with multiples – quality / selection
- ◆ Rely on us to educate the public /sell



Think about your product / brand

- ◆ Quality cheese – it needs good retailers too.
- ◆ Often the cheesemaker irons the cheese tastes it then.
- ◆ Doesn't think about the end result: how cut down, how stable on the counter, who selling to. What will it taste like a the final moment?
- ◆ Your name on that cheese. Think about that

Managing Who You Sell To

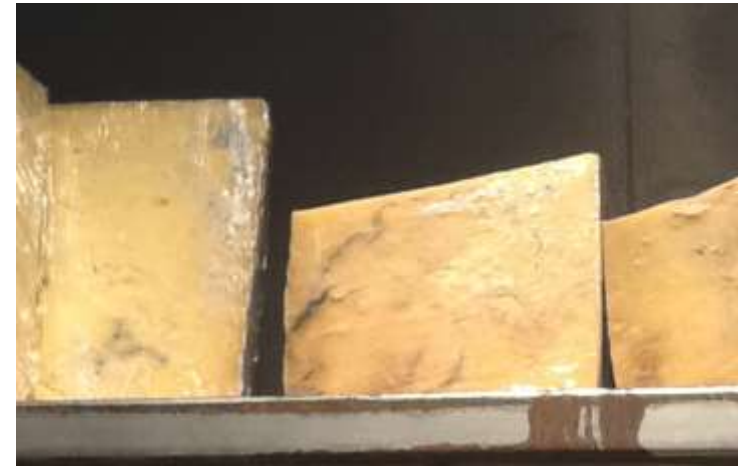
Not all Neal's Yard - sometimes you have to manage them; it is your reputation.

- ◆ Find out where your cheese going, how much they stock how fast they turn over, how stored
- ◆ Lead from the top and educate them
 - Cheese care / wrapping



Managing Who You Sell Too

- ◆ Control how you package?
 - Cheeses sit in Rungis – was once a good cheese
- ◆ Counter stable / easy to cut
- ◆ Packaging – think about the journey of your cheese
- ◆ Examples:
 - St Jude – film on top
 - Kirkham's smaller cheeses



The Future

- ◆ To make sure your cheese and your story is truly championed:
 - Britain and Europe needs more good cheese retailers
 - Better practice on cheese counters
 - More spreading of what makes us unique
- ◆ The SCA in UK allows retail members

Any Questions?



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