

Grocery Store Staff Training

Exotic Produce Seminar

Exotic Produce poses a dilemma for grocery stores:

Many consumers (and even produce section staff!) are intrigued by it, but unsure of what it is or how to use it. Even those consumers that do demand it don't buy it routinely enough, so it can spoil on your shelves. Far too many grocery stores keep it well past its prime and therefore customers are not enticed to put some in their carts, and those adventuresome ones that do try it may end up with a negative experience — one that can carry over towards your other produce and even towards your grocery store in general.

This seminar answers the following questions for a range of typical exotic produce available nationwide:

- What is it?
- Where's it from (its history)?
- What should I look for?
- How can I use it (including recipes)?
- How can I store it?
- How long can I keep it?

Knowing the answers to these questions will allow your staff to educate and encourage your customers to try and enjoy your exotic produce while it's at its peak performance.

Freshness is always the key to selling produce and knowledgeable staff can make all the difference in whether it makes a *cha-ching* at the cash register or a *thunk* in the bottom of the trash bin.

Let's talk produce and how to make it sell!

Cheryl Mochau

- Personal Chef • Cooking Instructor • Author •
- Motivational Speaker • Food Consultant •



Personal Chef **Cheryl Mochau** is the owner of **Cheryl Really Cooks!**, a personal chef service based in Evansville, Indiana, and is the author of the low fat cookbook "**A Personal Chef Cooks.**"

Fifteen years of professional cooking as a personal chef — including grocery shopping five days a week, sometimes as often as two or three times a day — has given Cheryl a unique opportunity to observe what works in a grocery store setting.

Using her fun personality and passion for teaching, Cheryl describes in full detail what it's like on the customer's side of the counter. Her fast-paced, informative talks are designed to alert your staff to everyday customer's expectations and how they can meet — and exceed — those expectations to increase customer loyalty to your grocery store. Your staff will never be the same once they learn these critical techniques and get to sample a variety of those mysterious foods during their Breakout Sessions. Of course, lively Q&A is always encouraged.

Testimonials

"Cheryl is an excellent instructor — both knowledgeable and personable." J.B., Student, Women's Health Center of the North Shore

"Cheryl Mochau was excellent!" N.N., Nurse, Deaconess Hospital

TO SCHEDULE A SPEAKING ENGAGEMENT, OR FOR MORE INFO, PLEASE CONTACT:

- Agent: Geoff Mochau • Phone (812) 449-4216 • Address: 915 Lemay Dr. Evansville, IN 47712 •
- Email: geoff@cherylreallycooks.com • Website: <http://www.cherylreallycooks.com> •