



**CHEESE IMPORTERS  
ASSOCIATION OF AMERICA**

**WIN A QUALIFIED  
IMPORTER PROGRAM  
FUNDED EDUCATIONAL  
TRIP, WITH ALL  
EXPENSES PAID  
FOR BOTH MILAN  
AND PARIS!**

**RETAILERS OF IMPORTED CHEESES ARE  
ENCOURAGED TO APPLY.**

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To apply, visit our website at:

**[www.theciaa.org](http://www.theciaa.org)**

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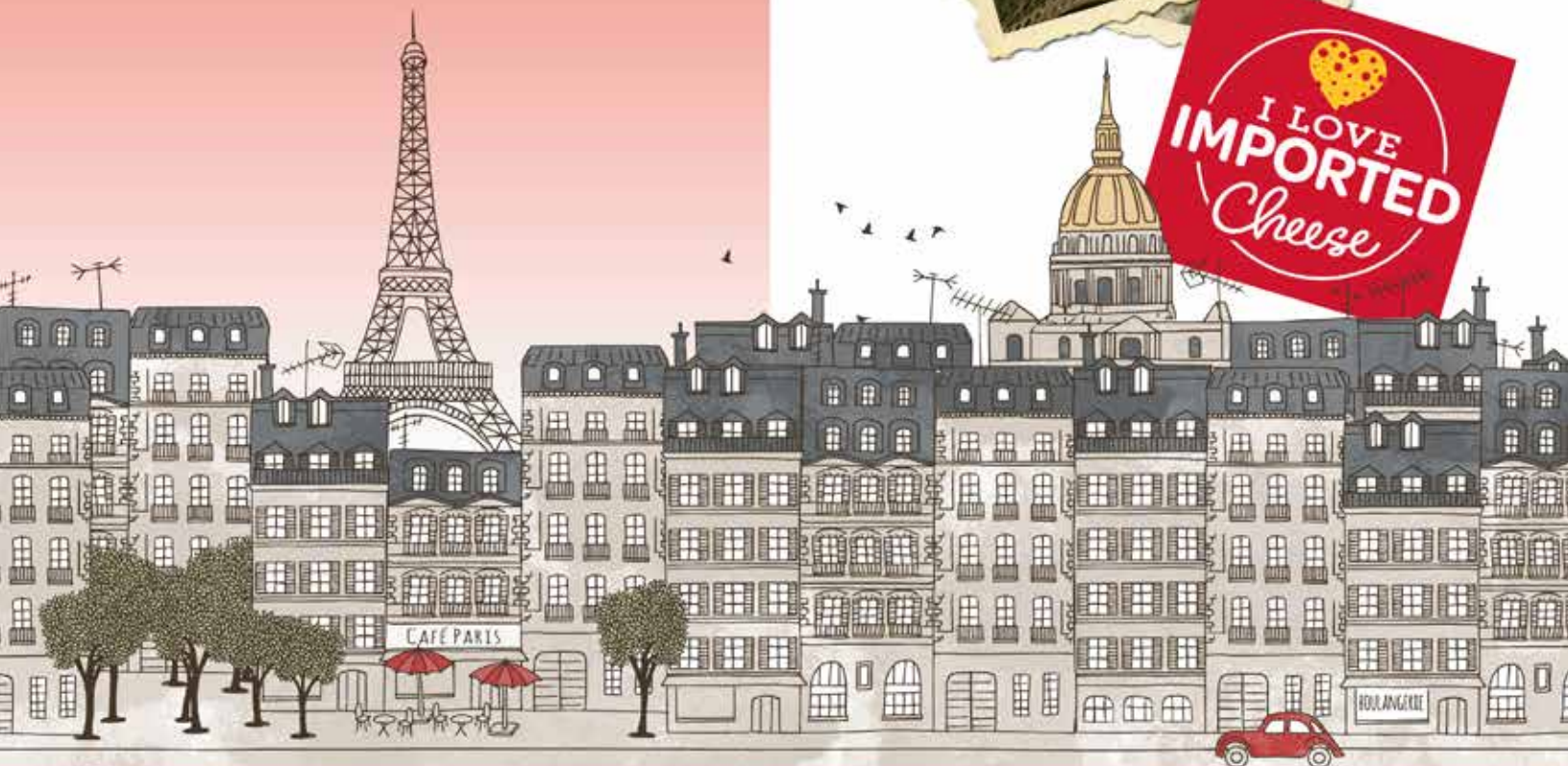
**DEADLINE TO APPLY: JULY 30, 2018**

# **SIAL 2018 RETAILER TRIP**

**OCTOBER 18-24, 2018**



**I LOVE  
IMPORTED  
Cheese**



## DISCOVER THE LATEST TRENDS AND INNOVATIONS IN CHEESE, DISPLAY AND PACKAGING FROM AROUND THE WORLD.

Fifteen participants will be chosen in a random drawing to win an all-expense paid educational trip to SIAL, including a two-night special stay in Cremona, Italy. You will spend five nights in Paris, France to attend the SIAL Show, participate in educational tours, network with industry experts and be involved in other learning opportunities in and around Paris.

This once in a lifetime trip includes an exclusive tour of the Auricchio Gennaro SpA Provolone Factory in the beautiful province of Cremona, Italy and a Grana Padano/Reggiano factory in the famous Emilia Romagna region before travelling to Paris France for The Salon International de l'Agroalimentaire (SIAL), the largest food exhibition in the world.

### THIS FABULOUS TRIP INCLUDES:

- Airfare from U.S. to Milan, Italy; airfare from Milan to Paris, France; Return Airfare from Paris, France to U.S.
- 2 nights lodging in Cremona, Italy; 5 nights lodging in the center of Paris
- Daily buffet breakfasts
- Magnificent evening events and dinners
- Daily bus transportation to/from SIAL
- Exciting educational tours and learning opportunities



## MILAN & CREMONA, ITALY

Thursday, October 18<sup>th</sup> And Friday, October 19<sup>th</sup>

*Exclusive for Retailers: Trip to Milan and Cremona, Italy*

An exclusive pre SIAL-trip for CIAA's Retailers! The trip will include visits to the Auricchio Gennaro SpA Provolone Factory in the beautiful province of Cremona and a Grana Padano/Reggiano factory in the famous Emilia Romagna region. You will experience how provolone is made by hand, "fatto a mano da sempre", at one of the largest provolone factories in Italy. The economy of Cremona is deeply linked to the agricultural production of the countryside and the excellent quality and availability of milk from the area. This unparalleled trip includes a two night stay in Cremona, all meals and travel. Participants will travel via plane from Milan to Paris on Saturday, October 20.

Sponsored by Auricchio S.p.A and Zanetti, S.p.A.



## PARIS, FRANCE

SATURDAY, OCTOBER 20<sup>TH</sup>

6:00 pm to 8:00 pm

*Wine & Cheese Cocktail Party!*

Enjoy fine wine and cheese at the InterContinental Paris Le Grand Hotel. *This event sponsored by Lactalis Deli, Inc.*



SUNDAY, OCTOBER 21<sup>ST</sup>

*Day at SIAL*

Join the CIAA for transportation to/from the SIAL Trade Show. Bus transportation included with SIAL package. Individuals can purchase transportation pass outside the standard package. *Transportation sponsored by The Ambriola Co., Inc.*



*Dinner at La Bonne Franquette*

A 16th century house in the heart of Old Montmartre, la Bonne Franquette carries on the tradition of cheerfulness and friendliness, welcoming artists and wine makers as well as those who love good wine and food, in keeping with its motto "Love, eat, drink and sing". At the end of 19th c., it became a meeting place for such artists as Pissaro, Van Gogh, Cezanne and Toulouse-Lautrec. It has been a family business for the past 45 years. From the foot of

Montmartre Hill, we will board a private train that will take us in front of the Sacré Coeur church. Our local guides will then lead us to the famous Place du Tertre where we will have time to browse around before reaching our restaurant. *This event is sponsored by Norseland, Inc.*

**Norseland** INC



MONDAY, OCTOBER 22<sup>ND</sup>

*Day at SIAL*

Join the CIAA for transportation to/from the SIAL Trade Show. Bus transportation included with SIAL package. Individuals can purchase transportation pass outside the standard package.

*Guest Tour: "LE FOODING"  
COOKING COURSE*

"Food is central to everything and as such is a great window into French culture" Le Fooding chef Fred Pouillot is eager not only to share his knowledge and the technical aspects of cooking but also numerous stories about French cuisine and dishes. The morning course will start with a visit at a nearby food market which will include explanations about the Parisian markets as well as the various products which will be purchased.

Return to the Fooding kitchen and time for a hands-on cooking session, with plenty of tips and tricks!

Preparation of a 3 course lunch with seasonal products and, of course, we will enjoy the meal prepared while having a chance to discuss and exchange with chef Fred. This event is not included in the 4 or 5 night package. *Please register for this event separately.*

## Dinner at Bouillon Racine

The 'Bouillon' restaurants appeared in Paris in 1855 where a single dish of meat and bouillon were served to the workers of Les Halles. There were over 250 Bouillons that became the first chain of restaurants for the working class. Meanwhile the charm of Art Nouveau spread through Europe, restaurants followed the trend and in 1904, a new Bouillon with a luxurious Art Nouveau decoration was born. Today, only a few authentic Bouillons remain, such as this one in Racine Street, in the heart of the Latin Quarter, which has the most Baroque style of Art Nouveau. Completely renovated, classified as a Historical Monument, the Bouillon Racine offers an immersion in Parisian life of the 1900s. *This event is sponsored by Atalanta, Coombe Castle, and Snowdonia.*



## TUESDAY, OCTOBER 23<sup>RD</sup>

### Exclusive Retailers Event

Special Hypermart visit planned and hosted by CIAA.

*Sponsored by Saputo Cheese USA Inc.*



### Gala Dinner

Exclusive evening, organized by the French Milk & Dairy Board.

This exquisite evening event will once again take individuals to a unique part of Paris for an evening of celebration and fine dining.

## WEDNESDAY, OCTOBER 24<sup>TH</sup>

### Trip to Livarot Cheese Village, D-Day Sites and Beaches

The day will commence with a visit to the Livarot Cheese Village. From there, we'll dine in a specially reserved restaurant. On June 6, 1944, the Allies opened a new European front against the troops... This became known as D-Day. It was the largest military operation in history, which marked the beginning of the Battle of Normandy and would lead to the end of WW2. More than 150,000 soldiers from America, Britain, Canada and many other nations landed by sea and air on a number of beaches along the Normandy coastline.

We will first visit the D-Day museum, which overlooks the beach and the Mulberry Harbour. From there, we'll stop at pointe du Hoc, overlooking the hundred-foot high cliffs between Utah and Omaha beaches. It was one of the key German fortified sites along the Normandy coast. We will visit the famous American Cemetery near the town of Coleville. The 170 acre site is home to 9387 white marble headstones and pays tribute to the American soldiers that died during the battle of Normandy. Join us for this historical and educational day! *This full day of events is sponsored by Arla Foods, Inc, Best Cheese Corporation, Gourmet Foods International, and Schuman Cheese.*



## HOTEL INFORMATION

InterContinental Paris Le Grand Hotel  
2 Rue Scribe | 75009 Paris | France

## CHEESE IMPORTERS ASSOCIATION OF AMERICA

204 E Street NE | Washington, DC 20002 Phone: 202-547-0899 |  
Email: [info@theciaa.org](mailto:info@theciaa.org) | [www.theciaa.org](http://www.theciaa.org)