



# Tips for the Trade

## How to Maximize your Comté!



Comté is easy to store and has an excellent shelf life with a minimum of care and handling. To maximize your Comté, follow these valuable tips about buying, storing and selling cheese, adapted from Neal's Yard Dairy.

### THE ESSENTIALS

- Buy just what you can sell within 2-4 weeks and sell out (Comté arrives ready-to-sell; the longer it's held, the higher the risks of diminishing quality and losses in profitability).
- Store Comté at 45° F to 55° F in waxed (or butcher) paper. If stored in a walk-in, keep the cheese in the box and store away from fans.
- Don't leave displayed cheese in direct sunlight, under bright lights or under condensation vents.
- Follow the cutting diagram on the back of this page to avoid wasting any Comté.
- For pre-cut cheese, cut little and often. Cut pieces should be 2-3 days old maximum when they're sold. *Same day is ideal.*
- Don't pre-cut small or thin pieces, otherwise the cheese may dry out and/or taste of plastic if it's wrapped in plastic wrap.
- If you are concerned about the cheese quality, contact your supplier immediately.

### BUYING & STORING

#### Ordering:

- Buy just what you can sell within 2-4 weeks and sell out. Don't stockpile cheese.

#### When Comté arrives:

- Open the box, take the cheese out, unwrap it (if wrapped) and look at it. If the surface is damp, give it air.
- Turn the cheese.

#### Storing:

- If you store your cheese in the walk-in, always store it in the box to prevent it from drying out. Make a note of the batch date and shipment number on the outside of the box to aid your inventory control and stock rotation. Store the box on a low shelf in the walk-in away from fans.
- The ideal temperature to hold cheese is 45° F to 55° F. A slightly lower temperature is acceptable, but remember that temperatures that are too low will dry the cheese out.
- It is ideal to wrap cheese in waxed (or butcher) paper.

### SELLING

#### Rotate Stock on Display:

- Whole cheeses used as a backdrop to a display should be cut and sold in date order. If you are going to use Comté wheels purely as a display, understand that this item costs you around \$800.
- Don't leave displayed cheese in direct sunlight, under bright lights, or under condensation drips.

#### Pre-cutting (see Comté cutting instructions on the back):

- Cut little and often. Your cut pieces should be 2-3 days old maximum when they're sold. Same day is ideal.
- Don't pre-cut small or thin pieces (a 4oz. piece of Comté that has been wrapped in plastic for more than 3 days will taste only of the plastic).
- Follow the diagram on the back of this page to avoid wasting any Comté, and use a cheesewire or double-handled knife to cut. Be sure to cover each cut piece quickly to prevent drying out.

#### Taste the Cheese Everyday:

- When you offer a sample to your first customer, try it yourself.
- If you sample from a piece that's been wrapped in plastic, trim or scrape the surface first or the customer will taste the plastic.

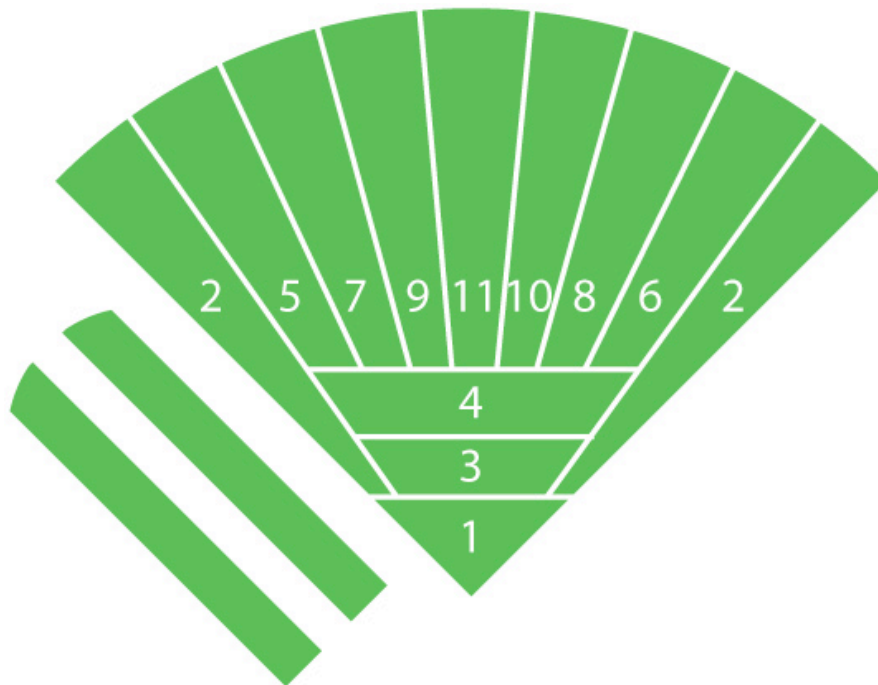


## Tips for the Trade

### How to Cut Comté



For presentable wedges of Comté without wasting any cheese, follow these easy cutting instructions:



1. For full wheels or for large pieces, use a cheese wire or a double-handled knife to cut the cheese in quarters.
2. Cut the quarter following the illustration above.
3. After cut #4, alternate the cuts so that one side does not dry out.
4. Wrap each piece soon after cutting.

*For more information, including POS materials and an importer/distributor list, visit [www.comte-usa.com](http://www.comte-usa.com)  
Contact The Comté Cheese Association at: [trade@comte-usa.com](mailto:trade@comte-usa.com)*

Comté Cheese Association, c/o Carbonnier Communications  
152 W. 36<sup>th</sup> Street, Ste 601, New York, NY 10018  
[trade@comte-usa.com](mailto:trade@comte-usa.com)