

## CASE STUDY: Galbani Cheese

### CHALLENGE

Galbani is a leading producer of Mascarpone, Bel Paese<sup>®</sup>, and Gorgonzola cheeses in Italy. This century-old global company turned to us to provide marketing support in the United States.

### SOLUTION

We targeted the foodservice with trade ads including a testimonial from Maurizio Mazzon, Executive Chef/Partner of Il Fornaio, in Burlingame, California, and offered a series of recipe cards featuring appetizers, entrees, and desserts made with Galbani cheeses. We developed a monthly distributor newsletter and supported sell-in with a sales kit that included individual product sell sheets. We also produced a stuffed cow in a Galbani T-shirt that proved to be a popular giveaway at trade shows. The stuffed cow was also part of a mailing that our public relations team sent to editors in a wooden crate that also contained cheese samples and a cutting board.

### RESULTS

Galbani increased its foodservice business and has penetrated supermarkets and specialty shops in major markets.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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