



### **Three-Day Intensive Cheese Education Program Program Overview**

- More than 25+ hours of classroom instruction, site visits, and tasting sessions
- Structured tastings covering more than 70+ premium cheeses as well as wines and other carefully selected specialty food accompaniments
- Specific lesson modules and demonstration sessions covering:
  - The history of cheese
  - Cheese classification and milk types
  - Cheese, wine & accompaniment pairings
  - Methods of cheesemaking, regional variations and affinage
  - Selection and handling of cheese in retail and restaurant settings
  - The American cheese movement
- Tour of a local creamery
- Site visit to Cheese Plus, a leading retail cheese and specialty food store, including a discussion and behind-the-scenes tour with owner Ray Bair
- Extensive opportunities for Q&A designed to help you make specific and tangible improvements to your cheese program
- Three lunches and two breakfasts
- Take-home materials binder including handouts and other class materials covering the entire program
- Small class setting limited to a maximum of 20 students
- Certificate of completion awarded as part of champagne toast closing session

### **Hotel Information for Out of Town Participants**

The Cheese School of San Francisco is conveniently located at 2155 Powell Street in San Francisco's North Beach neighborhood, near Fisherman's Wharf. For participants in our Three-Day Intensive Cheese Education Program who need hotel accommodations, we can recommend the following two options:

Sheraton Fisherman's Wharf Hotel  
2500 Mason Street  
San Francisco, CA 94133  
Phone (415) 362-5500  
[www.sheratonatthewharf.com](http://www.sheratonatthewharf.com)

Washington Square Inn  
1660 Stockton Street  
San Francisco, CA · 94133  
Phone (415) 981-4220  
[www.wsisf.com](http://www.wsisf.com)

**The Cheese School of San Francisco**  
**Three-Day Intensive Cheese Education Program – April 18-20, 2010**

*To complete your registration for the Three-Day Intensive Cheese Education Program at the Cheese School of San Francisco, complete the following registration form and submit it via email to sara@cheeseschoolsf.com or via fax to 415-346-8570:*

**PARTICIPANT CONTACT INFORMATION**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**PARTICIPANT BACKGROUND INFORMATION**

Please share in the space below information about where you work and what you do for a living, and any additional information about your background and your experience with cheese, why you are registering for this program, and what you hope to gain from it:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT INFORMATION & CANCELLATION POLICY**

CREDIT CARD NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_

CIRCLE ONE: VISA MC AMEX DISC

BILLING NAME \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

BILLING CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

The total cost of the Three-Day Intensive Cheese Education program is \$1,100. A deposit payment of \$550 is due at the time of registration, and registration cannot be confirmed until this deposit payment is processed. The remaining balance of \$550 is due on April 5, 2010 and will be charged at that time to the credit card provided on this form, unless alternate instructions are provided. Cancellation requests received prior to April 5, 2010 will be honored with a refund of the deposit and any additional amount paid, less a \$100 cancellation fee. Cancellation requests received from April 5 through April 16, 2010 will be subject to forfeiture of the entire \$550 deposit, with only the additional balance paid available for refund. Cancellation requests received after April 16 cannot be honored and all deposits and additional balances paid will be considered forfeited. TO PAY BY CHECK: Please send two separate checks, one for the deposit and one for the balance due, dated accordingly and made payable to 'The Cheese School of San Francisco', and remit in the mail along with this completed application.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_