



### **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 60+ premium cheeses, 12+ wines and numerous 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, storage and service of cheese in retail and restaurant settings
  - The American cheese movement
- Extensive opportunities for Q&A designed to help you make specific and tangible improvements to your cheese program
- 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
- Group dinner, including a cheese course, at the critically acclaimed and popular Rose Pistola restaurant in San Francisco's North Beach neighborhood
- Two breakfasts and two lunches on each full program day
- 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**

*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 \$980. A deposit payment of \$490 is due at the time of registration, and registration cannot be confirmed until this deposit payment is processed. The remaining balance of \$490 is due on September 28, 2009 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 September 28, 2009 will be honored with a refund of the deposit and any additional amount paid, less a \$100 cancellation fee. Cancellation requests received from September 28 through October 9, 2009 will be subject to forfeiture of the entire \$490 deposit, with only the additional balance paid available for refund. Cancellation requests received after October 9 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 \_\_\_\_\_