



Bulletin 18-19 May 30, 2018

**CIAA Bulletin**

**An Exclusive CIAA Member  
Update**



Dear CIAA Members,

As you know the CIAA Imported Cheese Board, formerly known as the Qualified Importer Program kicked off our "I Love Imported Cheese" branding campaign in December with the purpose of increasing the promotion of imported cheeses. Initially the website only covered cow's milk cheeses, but the board recently approved promoting non-cow's milk cheeses on the site as well.

We are excited about the results so far with the ILIC website receiving over 36,000 overall impressions. The popularity of the site's recipe posts and videos demonstrates there is high demand for this type of content. We thank members who have sent assets so far and we encourage everyone to send us additional non-branded content.

**Your help is needed with the following assets for both cow's milk and non-cow's milk cheeses:**

- **Recipes with quality recipe images** - we have found that recipes get the most attention and good quality photos are essential

- **Heritage and background information about imported cheeses** - people are interested in the history and romance of the cheeses

Please help us keep the website fresh and exciting by sending your non-branded assets to the following:

- Email to [teri@zulloagency.com](mailto:teri@zulloagency.com)
- For large files, you can use [Wetransfer.com](http://Wetransfer.com) (a free service) or any file transfer program of your choice. Send files to [teri@zulloagency.com](mailto:teri@zulloagency.com) and please be sure to include your name, company name and contact info.

We appreciate your help in ensuring [Iloveimportedcheese.com](http://Iloveimportedcheese.com) is an exciting and compelling website for consumers.

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### **Cheese Importers Association of America**

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