

Private Classes

Frequently Asked Questions

What topics are covered in the cheese classes?

Our cheese classes cover the art, history, and science of Wisconsin cheese. We discuss the different types of cheeses, the cheese-making process, the stories of artisan cheesemakers, and the unique characteristics of Wisconsin cheese. We offer a variety of Wisconsin cheeses for tasting, including aged Cheddars, Blue cheeses, Alpine cheeses, and seasonal specialties.

How long is each class?

Each class typically lasts about 1 hour, including a presentation, tasting session, and Q&A.

What is the cost of a private cheese tasting class?

We charge \$65 per participant for a private cheese tasting class. If you wish to pair a beverage during the cheese-tasting class, the cost is \$72 per participant. We will choose the wine or beer to pair with the cheeses presented to enhance the tasting experience. If classes are under 20 participants, we will invoice for the cost of the room rental.

When will I be billed and how can I submit payment?

You will be invoiced for a 50% deposit when the contract has been signed and the venue reserved for the event. The payment in full is due 48 hours prior to the event date. You may submit payment via Square or by calling our business office at (608) 255-2430 ext. 2.

Do you accommodate dietary restrictions or allergies?

Please let us know in advance if you have any dietary restrictions or allergies, and we will do our best to accommodate your needs.

Is there a minimum or maximum number of participants per class?

Yes, each class requires a minimum of 10 participants. The maximum number of participants is as venue space and our staffing allows.

How far in advance should I book a class?

We require booking at least three to four weeks in advance to ensure availability and to reserve a class venue.

Can I request a specific topic or type of cheese to be covered in a private class?

Yes, we are happy to tailor private classes to your interests. Please let us know your preferences when booking.

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Where are the classes held?

We hold classes at one of two hotel conference rooms conveniently located close to the Fromagination Shop on Madison's Capitol Square. If your organization has an appropriate venue room to host the cheese class, we can make arrangements to have an on-site private class.

When are classes held?

Our classes are normally held on Tuesdays, Wednesdays, Thursdays, and Fridays. We hold classes during business hours 10:00am-6:00pm and early evening hours from 6:30pm-7:30pm. We will also work with you for special hour accommodations.

Can I order lunch or dinner in addition to the cheese class?

Yes, we can offer lunch or dinner to be enjoyed before or after the cheese class. We offer a boxed meal which includes a ½ sandwich, chips, and a cookie for \$12 per participant. We can also do a buffet-style meal with larger groups. Let us know your preference when scheduling your event. Beverages are also available for purchase.

Is there parking available?

Yes, there is ample parking available within the hotel venue parking ramps. The parking rates and valet parking availability are set by the hotel. On street meter parking is also available. City metered parking is free after 6:00pm.

What is your cancellation policy?

Cancellations made more than 72 hours in advance will receive a full refund. Cancellations made within 48 hours of the class will not be refunded, but you may reschedule for a future class. Additions to participant number within 48 hours will affect cost accordingly. Any subtraction to participant number after 48 hours will not affect total cost. You are welcome to take extra cheese sample boxes of participants unable to attend.

Can I purchase cheese at the class?

Cheeses tasted during the class and other varieties are available for purchase at our shop. Fromagination shop hours are: Tuesday-Friday from 10:30 am-6:00 pm and Saturdays 9:00 am - 6:00pm. We will present each guest with a discount code as our thank-you.

Is there a way to provide feedback after the class?

Yes, we greatly appreciate feedback. You can provide feedback through our online survey, which will be emailed to you after the class, or by speaking directly with our staff.

How can I contact you if I have more questions?

You can contact us via email (marilyn@fromagination.com), phone, or through the contact us on our website (see below). We are happy to answer any additional questions you may have.

Version: 10/2024