

MONTHLY MARKETING PARTNER · FROM €299 A MONTH · GROW

Rennet & Rind



An independent cheesemonger that posts nothing for three weeks and then four things in one guilty evening. This pack replaces the guilt with a rhythm: a month planned, written and ready, posted by the shop itself.

4

weeks, planned to the day

8

captions written in full, in the shop's voice

1

email campaign, written and ready to paste

Monthly pack created by The Digital Engine

NOVEMBER 2026 · FROM THE 30-MINUTE PLANNING CALL, WEDNESDAY 28 OCTOBER · YOU PUBLISH EVERYTHING

Portfolio sample. Rennet & Rind is an invented shop from our sample-brand family, built to show what a month of the Partner contains. Seat counts, stock and sell-outs below are examples; the captions that depend on live numbers are marked, because in real client work those figures are confirmed before anything is posted.

From €299 a month while we pilot it, with limited places. Posting, community management and paid ads are quoted separately.

THIS MONTH'S PLAN, FROM YOUR PLANNING CALL

Sell the tasting out again, and open the Christmas boards.

Two jobs for November, agreed on the call. First, the last-Thursday tasting on the 26th fills its seventeen seats again. Second, Christmas cheese-board pre-orders open on the 23rd, before December panic, so the fridge and the diary stay civilised. The cheese of the month does half the marketing by itself: Vacherin Mont d'Or is only in season now.

AGREED ON THE CALL

- No discounting, ever.
The voice stays warm and wry; nothing that sounds like a supermarket.
- Live numbers confirmed first.
Any caption with seats, stock or sell-outs carries a marker and gets the real figure on the day.
- Everything written in advance.
Posted on the day it says, by you, from your accounts. Rhythm beats guilt.
- One email, used well.
To the till-list only, people who asked to hear from the shop.

HOW THE MONTH RUNS

Last week of October	The 30-minute planning call: goals, offers, anything to avoid
Within 5 working days	This pack arrives: calendar, 8 captions, the email
All month	You post and send from your own accounts, in your own time
Last week of November	December's planning call; December's pack follows

Three weeks of silence, then four posts
in one evening: that era ends now.

THE FOUR-WEEK CALENDAR

November, to the day.

WEEK	THEME	POSTS	OTHER ACTIONS
2–8 Nov	Vacherin season opens	Captions 1 & 2	Cheese-of-the-month shelf talker up; tasting date (Thu 26) on the counter board
9–15 Nov	How to actually eat it	Captions 3 & 4	Email sends Thursday 12 (page 5); newsletter sign-up card by the till
16–22 Nov	Tasting countdown	Captions 5 & 6	Seats-remaining story, real count, updated twice this week
23–29 Nov	Christmas boards open	Captions 7 & 8	Tasting Thursday 26; pre-order forms printed; December's call booked

DATES THAT MATTER, VERIFIED

Thu 12 Nov	The email sends, 10am
Mon 16 Nov	Seats-remaining stories begin, real numbers only
Mon 23 Nov	Christmas board pre-orders open
Thu 26 Nov	The last-Thursday tasting, 7pm
Sun 29 Nov	First Sunday of Advent: board reminder lands naturally

Why the last Thursday: it is the shop's own tradition, the seats sold out in two days last month in our fiction, and a tasting is the one event that sells cheese, boards and the newsletter at once.

EIGHT CAPTIONS, WRITTEN OUT, READY TO POST

In the shop's voice: warm, wry, and sure about cheese.

- 1 “It's Vacherin season. For the uninitiated: a spruce-wrapped alpine cheese so soft you eat it with a spoon, available roughly ninety days a year, and this is day one of ours. We have eleven. This is not a drill.”
- 2 “New leaf, publicly declared: one good thing per week, every week, starting with the best cheese of the winter arriving (see yesterday). Hold us to it at the counter.”
- 3 “How to eat a Vacherin, the counter-approved method: lid off, garlic in, splash of white wine, 25 minutes at 180, bread straight into the box. Serves two generously or one magnificently. No questions about the second option.”
- 4 “Asked today: is it meant to smell like that? Yes. Emphatically yes. That smell is the whole point, and it is lovely, and the man who asked left with two. Converts welcome, Tuesday to Saturday.”
- 5 “Last-Thursdays tasting, 26 November: six winter cheeses, the Vacherin finale, and Seanie's strong opinions about washed rinds included free. Seventeen seats. [X] already gone. Book at the counter or reply to the newsletter.”
 CONDITIONAL · INSERT THE REAL FIGURE BEFORE POSTING
- 6 “Tasting update: [X] seats left. The cheese is already resting. Seanie is already rehearsing the washed-rind speech. Thursday week: don't make us post a sad photo of an empty chair.”
 CONDITIONAL · INSERT THE REAL FIGURE BEFORE POSTING
- 7 “Christmas board pre-orders are open. Pick a size, tell us your crowd, collect it built: rind to rind, labelled, with a what's-what card so you can take full credit. Order by 18 December; our fridge, unlike our enthusiasm, has limits.”
- 8 “That's November: the Vacherin went ([X] restocks and counting), the tasting [sold out / has X seats to go], and somebody's dog learned the word Comte. December plans are made. Back to the counter.”
 CONDITIONAL · INSERT THE REAL FIGURE BEFORE POSTING

Marked captions depend on live facts. The [X] is filled with the true number on the day, by you or by us on the planning call, and a sell-out is only ever claimed once it has happened.

THE EMAIL, WRITTEN AND READY TO PASTE

Sends Thursday 12 November.

SUBJECT: THE SPOON CHEESE IS BACK (AND THE TASTING DATE IS SET)*Preview: Vacherin season, how to eat it, and seventeen seats for the 26th.*

Hello from the counter,

Two pieces of news worth your inbox. First: Vacherin Mont d'Or is in. The spruce-wrapped one you eat warm with a spoon, in season for only a few weeks. We have a small allocation and a strong opinion about the garlic-and-white-wine method, which is printed on a card beside the shelf.

Second: the last-Thursday tasting is on the 26th. Six winter cheeses, the Vacherin to finish, seventeen seats, and last month they went in two days. Reply to this email or book at the counter.

And quietly, for the organised: Christmas cheese-board pre-orders open on the 23rd. More on that next time.

[Keep my tasting seat](#)

Seanie & all at Rennet & Rind · You signed up at the till; unsubscribe any time, no hard feelings.

Sent from your own email platform to your permission-based list; we provide the copy ready to paste. The seventeen-seat figure and the two-day sell-out are this fiction's facts: in real client work, both are confirmed with you before the send.

WHAT A GOOD NOVEMBER LOOKS LIKE

Seventeen full chairs, and a calmer December.

The month is judged on three things, counted on the 30th: the tasting's seats, the pre-orders taken, and whether all eight posts went out on their days. Not followers. A shop this size doesn't need an audience; it needs its own customers hearing from it on purpose.

SHIPS WITH THIS PACK

The calendar, the eight captions, the email, and December's planning call booked before November ends. One revision round on the pack is included each month. From €299 a month while we pilot it, with limited places; posting, community management and paid advertising are quoted separately, and your accounts stay yours.



Rennet & Rind is invented. This pack exists to show what a month of the Monthly Marketing Partner contains: a planning call turned into a dated calendar, eight captions written in the shop's own voice with live-number captions marked, and one email ready to paste. No real shop is described, and every figure is illustrative.

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