



## Template release for all winners

**[INSERT IMAGE OF CHEESE / PRODUCER]**

**[CHEESE / PRODUCER] wins [BRONZE, SILVER, GOLD or SUPER GOLD] at World Cheese Awards 2018**

[NAME OF PRODUCER / LOCATION] has been named among the winners at the 31<sup>st</sup> annual World Cheese Awards in Bergen, Norway, standing out from the crowd as a record breaking 3,472 entries were judged in a single day at the city's iconic Grieg Hall on Friday 2 November.

[NAME OF PRODUCER] was awarded a coveted [DELETE AS APPROPRIATE – BRONZE / SILVER / GOLD / SUPER GOLD] award for its [NAME OF WINNING CHEESE / SHORT DESCRIPTION OF CHEESE].

With entries from over 40 different countries judged at the World Cheese Awards, as the competition formed part of the brand new Norwegian food festival, Matnasjonen Norge, [NAME OF PRODUCER] has gained an internationally recognised seal of approval from a truly global cheese event.

[NAME, COMPANY AND POSITION] explains: [YOUR QUOTE SHOULD GO HERE – IF YOU'RE A FIRST TIME WINNER, YOU COULD EXPLAIN WHAT MADE YOU DECIDE TO ENTER THIS YEAR. IF YOU'RE A MULTI-WORLD CHEESE AWARD WINNER, PERHAPS EXPLAIN HOW THE SEAL OF APPROVAL HAS ADDED VALUE TO YOUR BUSINESS IN TERMS OF CREDIBILITY, OPENING DOORS TO NEW RETAILERS, AND ULTIMATELY INCREASING SALES. THE PRESS WILL ALSO LIKE TO HEAR HOW YOU'LL BE CELEBRATING WITH YOUR TEAM].

Records were broken across the board this year, as more nations than ever before entered cheeses into the world's biggest cheese-only event. Representing 41 different countries, entries made their way by boat, truck, train and plane via 12 consolidation points around the world, from places including Brazil, Kenya, New Zealand, Russia, South Africa and the USA. 235 judges from 30 countries then tasted, nosed and graded cheeses from six continents, giving Bronze, Silver, Gold and Super Gold awards to worthy entries.

As 3,472 eventually became 16, the crowds then watched on as the International Super Jury debated the world's top cheese. Made up of the finest palates from the international cheese community, this year's panel featured cheese makers, cheesemongers, buyers, chefs, retailers and writers. Judges including José Pizarro, critically acclaimed Spanish chef, Cathy Strange, global executive coordinator for Whole Foods Market in the USA, Claus Meyer, co-founder of Noma in Denmark, and Carlos Yescas, author and cheesemonger from Mexico, all put forward their chosen cheeses live on World Cheese TV, before crowning this year's World Champion Cheese.

[INSERT DATE OF PRESS RELEASE]



**For more information:**

[INSERT YOUR NAME AND CONTACT DETAILS]

**World Cheese Awards press enquiries:**

**Sam Brice at Freshly Ground PR**

**+44 (0) 7961 635960**

[sam@freshlygroundpr.co.uk](mailto:sam@freshlygroundpr.co.uk)

**Amy Brice at Freshly Ground PR**

**+44 (0) 7717 893123**

[amy@freshlygroundpr.co.uk](mailto:amy@freshlygroundpr.co.uk)