

## World Cheese TV to broadcast live judging

Cheesemakers, cheesemongers and cheese lovers will be able to watch live action as World Cheese TV hits the screen for the first time ever on 14 November 2014. From blooming Brie to magnificent Manchego, wheels of Grana Padano and truckles of Farmhouse Cheddar a cosmopolitan gathering of cheese will be tasted and judged by over 250 experts from 26 countries around the world. And, as they judge, they'll be recorded, tasting all and telling all, and broadcast through

[www.finefoodworld.co.uk/wca](http://www.finefoodworld.co.uk/wca)

“For the first time we are having an outside broadcast team and TV equipment at the BBC Good Food Show in London to stream the judging of the World Cheese Awards. Over 2500 cheeses from 33 countries will be judged and viewers will be able to watch as experts are interviewed about the world's largest gathering of cheese. As the final supreme panel of judges reaches the tense moment when the World Champion Cheese 2014 is deliberated we will continue to broadcast. Cheesemakers around the world will be able to watch in anticipation of the live result and the crowning of the World Champion Cheese 2014,” said John Farrand, MD of the Guild of Fine Food, organisers of the World Cheese Awards.

Another first in this year's World Cheese Awards are entries from Mexico, Argentina and Brazil and these will be judged alongside artisan cheeses from a total of 33 different countries including the UK and Ireland, Sweden, New Zealand, China and Japan.

The largest number of entries ever, in any international cheese competition, has been entered from Italy. In the spirit of true cheese appreciation across nations, one Italian judge Gabriele Arlotti commented that he “was looking forward with anticipation and pleasure to again taste wonderful cheeses like stilton!”

From France, Roland Barthélemy, the Head of the Guilde des Fromagers added his own comment: “The World Cheese Awards is an event of the highest quality. It is with great pleasure that I will be attending to judge in London”.

The World Cheese Awards takes place at BBC Good Food Show, London Olympia on 14 – 16 November and the main World Cheese Awards judging will take place on Friday, 14 November.

Over 30,000 people are expected to visit BBC Good Food Show and to ‘nose’ their way to the World Cheese Awards area at the show which will be offering tours, tastings and teach-? ins.

There will be cheese tours with BBC Radio 2's Nigel Barden where visitors will be able to learn about cheese from across Europe and then get nuggets of information from Charlie Turnbull and John Farrand – both experts in matching cheese with beer, cider and wine.

The World Cheese Awards is sponsored by Barber's 1833, Grana Padano and Le Gruyère AOP.