PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

2019-20
WORLD CHEESE
AWARDS
BERGAMO • ITALY

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MAKING HISTORY, CHAMPIONING CHEESE

Established over three decades ago, at a time when mass-produced cheeses were starting to dominate the market, the World Cheese Awards continues to bring the work of artisan cheesemakers to a wider audience. It has evolved into the largest cheese-only competition on the planet.

Uniting the international cheese community in a celebration of all things cheese, the awards’ network of mongers, makers, farmers, chefs, affineurs, food writers, influencers, buyers, educators and importers continues to spread the word on curd to every corner of the globe.

The awards’ history is rich and varied, featuring champions ranging from industry heavyweights to new kids on the block, with plenty of tears and drama along the way. Special one-off events also litter the pages of the World Cheese Awards’ past, from the Guinness World Record in 2010 for building the World’s Largest Cheeseboard to the Champion of Champions event in San Sebastián, 2016.

Following an epic edition of the World Cheese Awards in Bergen, Norway in November 2018, where records were broken across the board with 3,472 cheeses from 41 different countries being judged in a single day, the 32nd edition will now be staged in Italy for the very first time.
WORLD CHEESE AWARDS 2019

The World Cheese Awards will be held in Bergamo, Italy on Friday 18 October, as part of the FORME festival, which will run from 18-20 October across a number of the city’s most iconic venues.

A truly global cheese event, the World Cheese Awards has been bringing together cheesemakers, retailers, buyers, consumers and food commentators worldwide for over three decades. It’s the biggest cheese-only competition in the world, attracting entries from over 40 different countries in 2018, which were judged by 235 experts from 30 different nations.

Celebrating tradition, innovation and excellence in cheese, the World Cheese Awards judges guide retailers worldwide to the year’s best cheese, as well as continuing to ignite consumer interest and fuel a growing appetite for exceptional quality products.

As the 32nd edition of the awards gets underway in Italy, the world will be watching as the finest palates and noses in cheese judge all entries in a single day, transmitted live across the globe on WCA TV.

HOW THE COMPETITION WORKS

With over 3,500 entries expected this year in the Medieval heart of Bergamo, the Guild of Fine Food will assemble a huge team of judges from six different continents. Our teams reflect age, gender and discipline within the cheese trade.

Judges work in teams of three to four, identifying any cheeses worthy of a Bronze, Silver or Gold award. They look at the rind and the body of the cheese, its colour, texture, consistency and, above all, its taste. Each team then nominates one exceptional cheese as the Super Gold from their table. These 78 cheeses are the best in the world and are judged a second time by the Super Jury of 16 internationally recognised experts, who each select a cheese to champion in the final round of judging.

The Super Jury, representing all four corners of the globe, then debates the final 16 in front of a consumer and trade audience, before choosing the World Champion Cheese live on WCA TV, with cheese lovers across the globe tuning in for the drama.
FORME

World Cheese Awards 2019 will take place during the fourth edition of FORME, a three day celebration of all things dairy held in Bergamo, Italy.

Known locally as the Capitale Europea dei Formaggi, this beautiful city has a wealth of cheese heritage, boasting nine DOP cheeses, more than any other region in Italy.

Combining local heritage with a global cheese gathering, Bergamo is ready to show off the best of the Lombardy region’s food and drink culture, as the planet’s largest cheese-only competition comes to town.

A THREE DAY FESTIVAL

With a programme aimed at both consumers and trade, FORME will take place from 18-20 October across various venues in the heart of Bergamo. Taking visitors on a dairy journey, the line-up will include tastings, panel discussions, training sessions, markets and an exhibition of all 50 Italian DOP cheeses.

New for 2019, B2Cheese will bring an international cheese fair to FORME for the first time, providing a space for producers, buyers, importers and distributors to talk all things cheese and get business done.

Having attracted over 40,000 attendees to the festival in 2018, from cheesemakers to consumers and everyone in between, this year’s event presents sponsors with a unique opportunity to grow their brand awareness among a large and diverse group of food people.

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WHAT’S HAPPENING AT WCA 2019?

• A record-breaking 3,500 cheeses from every corner of the globe are expected to enter, representing more nations than ever before

• Our very own WCA TV channel will be beaming live coverage of the judging day across the world, with fresh new content planned for 2019, providing sponsors with a global platform for their brands

• Displays within the World Cheese Awards area will explain the judging process, list previous winners, promote sponsors and educate the public with cheese facts

• Educational tours, tasting sponsors’ cheeses to help consumers understand more about the judging process

• Buyers, experts and cheese lovers will also be drawn in by FORME’s festival programme, as Bergamo becomes the heart of the cheese world for three days
IN THE WORDS OF OUR JUDGES...

The World Cheese Awards offers a unique opportunity to meet producers, consumers, industry experts and aficionados all in one event, setting the path for our industry for the year to come. Here you have the most trusted cheesemongers rubbing shoulders with the most respected cheesemakers.

CARLOS YESCAS, cheesemonger and author (Mexico)

I feel very honoured to have been asked to attend such a prestigious cheese competition. One thing that I think does not always get a mention is the strong collaboration that the World Cheese Awards fosters in the cheese community – you have 250 experts from over 30 countries talking together about something they love CHEESE …WOW that is so cool.

KRIS LLOYD, cheesemaker, Woodside Cheese Wrights (Australia)

The World Cheese Awards, hosted by the Guild of Fine Food, is an incredible international cheese competition. It is an honour to be a judge at this prestigious competition.

CATHY STRANGE, global executive coordinator, Whole Foods Market (USA)

The World Cheese Awards is one of the most important dates in my calendar each year. As well as being a great place to network and discuss the future of the industry, the quality of products on show are always at the highest level, and the show itself is so well organised.

ADRIAN BOSWELL, fresh food buyer, Selfridges (UK)

The World Cheese Awards is no doubt the largest cheese celebration in the world. It is an honour to represent my country as a judge and bring news and knowledge to contribute to Brazil.

BRUNO CABRAL, Brazilian cheeses specialist, Mestre Queijeiro (Brazil)

I am honoured to be invited to judge at the World Cheese Awards and I appreciate the opportunity to meet new people in the industry as well as to catch up with ‘old’ and familiar faces. It is a celebration of the skill of the cheesemaker, the provenance of the area in which the cheese is produced and ultimately the outstanding quality of every aspect of the product itself.

SUZY O’REGAN, product developer – dairy, Woolworths Foods (South Africa)

The World Cheese Awards is the most relevant event for the cheese business on a global scale. I find this is a great opportunity to meet cheese specialists and friends from all over the world, providing a great networking opportunity and allowing us to share views on the industry for the year to come.

ELEONORA BORGONOVI, exporter and consultant, Brazzale Spa (Italy)
SPONSORSHIP PACKAGES

There are three levels of sponsorship, but we are happy to discuss bespoke packages to ensure the event meets the needs of your brand.

The World Cheese Awards will build on the considerable worldwide coverage achieved over the past 31 years, through a creative and multilingual PR and marketing campaign. Turn over the page for a taste of what happened in 2018.

Following a record-breaking edition of the awards in Norway last year, Bergamo 2019 will see the World Cheese Awards visit Italy for the first time and form part of a huge cheese festival attracting over 40,000 visitors, offering an unparalleled branding proposition for your company and your products.

The World Cheese Awards gives you and your team a unique opportunity to network with key trade contacts, open new global markets, and build brand awareness among an educated and high spending consumer audience.

MAIN SPONSORS – £10,000

- Branding on all printed and electronic literature throughout the awards process, on the judging day and across the consumer event
- Nominate two key customers to attend the awards and judge, with accommodation and flights (if appropriate and within Europe) included
- Be a part of the publicity and marketing activity based around World Cheese Awards
- Five invitations to the welcome party
- A free stand within a World Cheese Awards area, with the option of increasing the stand size or space at discounted rates
- Exposure to the UK and international trade and consumer press through PR activity and in the pages of Fine Food Digest and Good Cheese magazines
- Sponsorship of a major award
- Rights to use the World Cheese Awards logo on marketing and supporting materials

TROPHY SPONSORS – £2,000

- Your brand is associated with a particular trophy
- Coverage in post-awards press releases
- Coverage in Fine Food Digest and Good Cheese magazines
- Logo on website around the results pages for maximum coverage
- Rights to use World Cheese Awards logo on marketing and supporting materials
- Two invitations to the welcome party
- Level 2 branding on signage in the World Cheese Awards arena on the judging day and throughout the event

SUPPORTER SPONSORS – £1,000

- Coverage in post-awards press releases
- Coverage in Fine Food Digest and Good Cheese magazines
- Logo on website around the results pages for maximum coverage
- Rights to use World Cheese Awards logo on marketing and supporting materials
- Level 3 branding on signage in the World Cheese Awards arena on the judging day and throughout the event

CONTACT

To find out more about this unique sponsorship opportunity, call John Farrand or Sally Coley
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sally.coley@gff.co.uk

Read more about the World Cheese Awards and watch the highlights from last year at www.gff.co.uk/wca.
THE WORLD CHEESE IMPACT IN NUMBERS

PRESS COVERAGE

Over 2 billion opportunities to see in 2018-19*

*Figure based on average TV viewing figures, average radio listener figures, print circulations, online unique monthly visitors and social media followers.

SOCIAL MEDIA

TWITTER: 24,800 followers
Over 213,000 tweet impressions, 6,100 profile visits and 510 mentions in first two weeks of November alone.

Our tweet announcing the 2018 World Champion Cheese achieved 124 likes, 31 retweets and 22,170 impressions.

INSTAGRAM: 9,200 followers
Our results day post got 235 likes and 5,425 impressions.

Instagram Stories from the judging day received an average of 250 views, with the highest viewed Story receiving 391 views.

WHAT THEY SAID ABOUT US

8 Coverage

Allers, January 2019
(Sweden)

BBC Breakfast,
5 November 2018

BA
Bergensavisen,
3 November 2018
(Norway)

Bergens Tidende,
3 November 2018
(Norway)

delicious., December 2018

Food & Travel,
January 2019

The Guardian,
17 December 2018

The New York Times,
27 June 2018 (USA)

The Sunday Telegraph,
2 December 2018

BBCgoodfood.com,
7 December 2018

telegraph.co.uk,
6 November 2018

theculturetrip.com,
20 February 2018 (INTL)

timeslive.co.za,
30 November 2018
(South Africa)

tmj4.com, 20 November 2018 (USA)

traveler.es, 2 November 2018 (Spain)

VIDEO

Over 159,000 YouTube channel views, with viewers from 37 different countries tuning in for the drama on WCA TV

WEBSITE

Over 85,000 unique visitors in 2018

Over 213,000 tweet impressions, 6,100 profile visits and 510 mentions in first two weeks of November alone.

Our tweet announcing the 2018 World Champion Cheese achieved 124 likes, 31 retweets and 22,170 impressions.

Instagram Stories from the judging day received an average of 250 views, with the highest viewed Story receiving 391 views.
A BIG THANKS TO OUR 2018 SPONSORS & SUPPORTERS

Sponsors

Norsk Gardsost

MENY

LE GRUYÈRE® SWITZERLAND

Innovasjon Norge

TINE

Scandic

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Atalanta

Beltine

KOZI VRŠOK

Mitica

National Bank of Greece

Olympic Cheese

Rowcliffe

Rupp

Sharpham

The Fine Cheese Co.

Good Cheese

Peter Green Chilled

School for Food

Somedale

Traditional Cheese Co.