Winning the Super Gold has given our next generation the boost and inspiration they needed to also want to make cheese in the future. It has opened doors to new retailers across the globe, and it has made the future look very bright.

Jørn Hafslund, winner of the World Champion Cheese 2018-19, Ostegården, Norway
**WHAT ARE THE JUDGES LOOKING FOR?**

Judges work in teams of four to identify cheese worthy of a bronze, silver or gold award. They are looking at the rind and the body of the cheese, its colour, texture, consistency and, above all, its taste.

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**WHAT ARE THE WORLD CHEESE AWARDS?**

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 nearly 3,500 entries from over 41 different countries representing the six continents in 2018, which were judged by an international panel of 250 experts from 29 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.

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**WHAT’S HAPPENING THIS YEAR?**

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. FORME, with a programme aimed at both consumers and trade, will be a three day celebration of all things dairy and this year will incorporate B2Cheese, an international cheese fair.

With another record-breaking year for entries expected, 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.

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**HOW THE COMPETITION WORKS**

78 teams of judges select one Super Gold per table
356 judges award bronze, silver & gold awards
7,500 cheeses are judged
Thousands of entries pass through 12 international consolidation points
JUDGES FROM 30+ COUNTRIES
Cheeses are sent from all around the globe
Super Jury Judge final 16 live on WCA TV
Super Golds rejudged
World Champion Cheese 2019-20 announced

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**WHAT ARE THE JUDGES LOOKING FOR?**

Judges work in teams of four to identify cheese worthy of a bronze, silver or gold award. They are looking at the rind and the body of the cheese, its colour, texture, consistency and, above all, its taste.
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**

**WHY SHOULD YOU ENTER?**

**INCREASED SALES and INTERNATIONAL RECOGNITION for your cheese**

- Benefit from international press coverage
- Over 2 BILLION OPPORTUNITIES to see in 2018*

**EXPOSURE THROUGH SOCIAL MEDIA ACTIVITY**

- Over 24,800 Twitter and 9,200 Instagram followers**, staying up to date with the action via #WORLDCHEESEAWARDS

**ENTRY DEADLINE:**

- 9 September 2019
- (unless entry cap is reached before this date – early entry is recommended)

**ENQUIRIES:** worldcheese@gff.co.uk | +44 (0) 1747 825 200

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

**Guild of Fine Food Twitter & Instagram account

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BBC Breakfast, 5 November 2018

Bergens Tidende, 3 November 2018 (Norway)

Food & Travel, January 2019

The New York Times, 27 June 2018 (USA)

The Sunday Telegraph, 2 December 2018

vanityfair.it, 15 November 2018 (Italy)
HOW TO ENTER

1. Enter online at GFF.CO.UK/WCA (early entry is recommended).

2. Entry documents available online in French, Italian, Portuguese, Spanish and Greek.

3. Pay via your online account.

4. Wait for DELIVERY INSTRUCTIONS via email and deliver to your allocated consolidation point. Sample sizes will be specified in this communication and will range between 500g – 2kg, unless the whole cheese needs to be staged.

5. Check your results: If you win an award, use WORLD CHEESE AWARDS promotional material to let all your customers know and make sure your stockists are using your award to sell your cheese.

CONSOLIDATION POINTS FOR DELIVERY:

Australia
Austria
Brazil
Canada
France
Ireland
Italy
Mexico
Norway
South Africa
Spain
UK
USA

The following countries can send pasteurised and unpasteurised cheeses:
EU countries, Andorra, Australia, Canada, Iceland, New Zealand, Norway, Switzerland, United States

The following countries can only send pasteurised cheeses and require heat treatment documentation signed by an official veterinarian in the country of origin:
Albania, Algeria, Argentina, Brazil, Botswana, Belarus, Belize, Bosnia and Herzegovina, Chile, China, Colombia, Costa Rica, Cuba, Dubai, El Salvador, Ethiopia, Greenland, Guatemala, Honduras, Hong Kong, India, Israel, Kenya, FYR Macedonia, Madagascar, Mauritania, Mauritius, Mexico, Morocco, Namibia, Nicaragua, Panama, Paraguay, Russia, Serbia, Singapore, South Africa, Swaziland, Thailand, Tunisia, Turkey, Ukraine, Uruguay, Zimbabwe

For more info: www.gff.co.uk/wca

KEY DATES & COSTS

22 July Open for entries
9 September Closed for entries (unless entry cap reached before this date)
Late Sept/early Oct Cheese delivered to consolidation points
17-18 October B2Cheese
18 October Judging in Bergamo, Italy
19-20 October Cheese tours and FORME Festival

Entry cost: £48 (+VAT) per entry

Early entry is recommended. For full terms and conditions, please see www.gff.co.uk/wca

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