



World Cheese Awards 2009

Entry brochure

Alfredo Kraus Auditorium, Gran Canaria

October 1-3 2009

www.finefoodworld.co.uk



Your cheese judged at the world's biggest

WORLD CHEESE AWARDS

The World Cheese Awards have been bringing together key cheese buyers for over two decades. Staging the Awards outside the UK for only the second time – and in a country where per capita cheese consumption is one of the highest in the world – is an inspired decision guaranteed to engage and attract major global interest.

More than 200 experts, including leading cheese buyers and food journalists from around the world, will be flown to Gran Canaria for the event. Cheese judging will take place on Thursday October 1 and will include all the visiting experts working alongside others from the Canary Islands. The World Cheese Awards' Presentation Dinner takes place in the evening, at the Hotel Santa Catalina where 500 guests will experience true Canary Islands' hospitality as they learn the identity of the major winners including the World Champion Cheese 2009.

WORLD CHEESE FESTIVAL

New for 2009, the World Cheese Festival (October 1-3) is a combined trade and consumer exhibition, featuring producers of cheese and other fine food products. Cheese-makers from the Canary Islands, Spain and the rest of Europe will exhibit alongside producers of speciality meats, oils and wines. The Festival will be trade-only from Thursday October 1 to the afternoon of Friday October 2, allowing exhibitors to talk in depth with top buyers including the delegates to the World Cheese Congress. From Friday evening and throughout Saturday October 3 the doors will be opened to the public, and we expect upwards of 10,000 visitors from a group of islands boasting one of the world's largest per capita cheese consumption.

For more information on a stand and the Festival please contact:
elipse@elipse-eventos.com
or visit: www.wca-spain.com

ENTERING YOUR CHEESES

Even with the change in venue, entering the World Cheese Awards could not be simpler. Complete the entry form attached or download a copy from www.finefoodworld.co.uk. Send your entry form along with your cheque and we will contact you with full delivery instructions. You can enter online using a debit or credit card.

DELIVERING YOUR CHEESES

In most countries, including the UK, we have appointed consolidators into which you deliver your cheese. Once consolidation is complete, we assume responsibility for transporting all entries to Gran Canaria in good time for the judging. It couldn't be easier, we are even arranging appropriate import licenses for cheese produced outside the EU. Canary Island cheesemakers also have the opportunity of staging their cheeses personally.



st dairy event

The British **Guild of Fine Food** has been invited by the Canary Islands Government to stage the **WORLD CHEESE AWARDS** in Gran Canaria as part of a global cheese event designed to bring together opinion formers and decision makers under the banner of **WORLD CHEESE 2009**.

The result is a three day event from **October 1-3 2009**. The world's largest cheese competition runs alongside international seminars discussing a wide range of issues including Protected Food Names and a trade and consumer exhibition featuring producers from all corners of the globe.

THE JUDGING

Over 200 experts from around the world will be flown to Gran Canaria for the judging on the October 1 2009. Their role is to taste and evaluate competition cheeses before awarding Gold, Silver and Bronze. Each Gold winning cheese is judged a second and third time before the winners of the major trophies, including the World Champion 2009, are decided. A TV production company will be present to film the judging for broadcast on the Awards website and TV channels throughout the world.

SUPPORTED BY THE CANARY ISLANDS GOVERNMENT

Participation by the world's key decision makers in these three ground-breaking events is guaranteed through the support of the Canary Islands Government. The agreement to fund all travel and accommodation costs for those invited and the cost of freighting all cheese entries from their countries of origin into the awards will ensure success for all those involved.

AWARDS INCLUDE:

- Best Mature Block Cheddar
- Best Mature Traditional Cheddar
- Best Hard PDO Cheese
- Best Cheddar in Show
- Best Extra Mature Traditional Cheddar
- Best Blue PDO Cheese
- Best PDO Cheese
- Best French Goats' Cheese
- Best English Cheese
- Best Welsh Cheese
- Best Italian Cheese
- Best French Cheese
- Best German Cheese
- Best American Cheese
- Best New Cheese
- Best South African Cheese
- Best Le Gruyère AOC
- Best Irish Cheese
- Best Dutch Cheese





The 2009 global event for world cheese

WEDNESDAY, SEPTEMBER 30

Judges arrive in Gran Canaria, transfer to hotel

THURSDAY, OCTOBER 1

- 08.00 Judges leave hotel for Alfred Kraus Auditorium
- 08.30 World Cheese Awards judging starts
- 10.00 Trade-only Festival opens
- 12.15 First round judging ends and light lunch
- 14.30 Supreme judging panel starts
- 15.00 International seminar starts, Sala de Camara, Alfredo Kraus Auditorium
- 18.30 International seminar ends, Sala de Camara, Alfredo Kraus Auditorium
- 20.00 Trade-only Festival closes
- 20.00 World Cheese Awards dinner at the Santa Catalina Hotel
- 24.00 Dinner ends

FRIDAY, OCTOBER 2

Judges depart Gran Canaria

- 10.00 Consumer Festival opens alongside Trade-only Festival
- 10.00 Local seminar starts at Sala de Cámara, Alfredo Kraus Auditorium
- 18.00 Local Seminar ends at the Sala de Cámara, Alfredo Kraus Auditorium
- 20.00 Trade and Consumer Festival closes

SATURDAY, OCTOBER 3

- 10.00 Consumer-only Festival opens
- 20.00 Consumer-only Festival closes

HOW CAN I BE A PART OF IT?

You can enter your cheeses online:

visit www.finefoodworld.co.uk/wca

and follow the instructions to enter online or download an entry form and the class list. You may wish to sponsor, if so download the information here:

www.finefoodworld.co.uk/downloads/WCAwardsponsors_lo.pdf

You can take advantage of a visitor package to include the Congress, World Cheese Awards dinner and the Festival.

Available on our website:

www.finefoodworld.co.uk/downloads/WCAAwardvisitors_lo.pdf

WANT MORE INFORMATION?

Please visit:

www.finefoodworld.co.uk/wca

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