



An introduction to...
**ENTERING
WORLD CHEESE AWARDS**

WHAT IS WORLD CHEESE AWARDS?

Established in 1988, the World Cheese Awards is organised by the Guild of Fine Food and is the largest 'cheese-only' event of its kind.

Every year, over 4,000 cheeses from more than 40 countries around the world are blind-tasted by our panel of 250 international cheese experts, representing 38 countries. Every cheese is assessed on its rind, body, colour, texture, consistency and taste.

In 2024, the World Cheese Awards will be heading to Viseu in Portugal and judging will take place on Friday 15 November, as part of a celebration of cheese from 15 – 17 November.





WATCH: WHAT IS THE WORLD CHEESE AWARDS?





WHY DO CHEESEMAKERS & AFFINEURS ENTER?

World Cheese Awards exists to encourage cheesemakers from across the globe, allowing them to present their cheese to an **international body of experts**, and often shining a light on small, artisan producers.

As an accreditation that assesses each cheese on its own merit, an award ensures your product **stands out on crowded cheese counters**, regardless of the size of your business. It can also provide motivation for your team, as well as **increasing sales and brand awareness** by showcasing it on an international world stage.

World Cheese Awards directs more focus and encouragement for artisan and farmhouse cheeses than any other competition by offering **worldwide consolidated shipping points** to assist cheesemakers with the logistics and cost of shipping their entries.

WHO ARE THE JUDGES AND HOW DOES IT WORK?

The judging panel is made up of 250 industry experts including technical experts, graders, buyers, retailers, and food writers.

Each cheese is meticulously blind-tasted by a team of two or three judges. The judges identify any cheeses worthy of a gold, silver, or bronze award. Each team then nominates one exceptional cheese as the Super Gold from their table.

These exceptional cheeses are identified as the best in the world and go on to be judged a second time by a Super Jury.





WHAT IS THE SUPER JURY?

The Super Jury is made up of 16 internationally recognised experts, who each select one cheese to champion in the final round of judging.

The Super Jury, coming together to represent all four corners of the globe, then debate on the final cheeses in front of a live consumer and trade audience, before choosing the World Champion Cheese live on WCA TV, with cheese lovers and enthusiasts from around the globe tuning in to watch the event unfold.



THE 36TH EDITION OF THE AWARDS

WORLD CHEESE AWARDS 2023 IN NUMBERS

- 4,502 entries (nearly 6% increase on record set in 2022)
- Entries representing 43 nations from six continents
- 250 judges from 38 countries, including Barbados, Japan & New Zealand

WIDE RANGING ORIGINS, FLAVOURS & STYLES OF CHEESE

- The competing cheeses represented 42 different countries, including recent additions such as India, Japan and Colombia
- The biggest 'cheese-only' competition in the world - no yoghurt, butter or other dairy
- All styles of cheeses entered



THE PR POWER OF WORLD CHEESE

World Cheese 2023 generated press coverage for a potential audience of **2.3b+**

1.8k+ pieces of direct press coverage (print and digital)

73.7m views via broadcast media (television & radio)

Coverage across **51** countries

345k     
impressions on social media



Image: coverage highlights from World Cheese 2023 results campaign



IN THE WORDS OF OUR JUDGES...

“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 a unique opportunity, not only for cheesemakers that take part in presenting their product for the whole world, but also for the judges to taste and uncover so many new cheese innovations in one place. For me, WCA is the most important cheese trendsetter, which is currently number one on a global scale!”

OKSANA CHERNOVA

Co-founder of the ProCheese Awards
& cheese expert at the ProCheese Academy (Ukraine)

“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 one of the 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 BOSWEL

Fresh food buyer, Selfridges (UK)





HOW TO TAKE PART THIS YEAR

1. Register & pay for entries online before the deadline.
2. Delivery instructions are issued once entry closes in September.
3. You will be asked to send your entry to one of our prearranged consolidation points.
4. The consolidation points will forward entries to the judging venue in Portugal.

For countries outside of the EU, please check carefully the information regarding [entry requirements](#).

Entry opens: 13 June
 Entry closes: 16 September
 Deliveries: Early November
 Judging: 15 November
 Results: 16 November

Please note: Entry will close early if maximum number of entries is reached. Early entry is advised to avoid disappointment.

[Terms & conditions](#) and all entry information can be found at gff.co.uk/worldcheese

ENTER NOW



Company turnover	Fee per entry
< £1m	£56 +VAT
£1m - £5m	£67 +VAT
> £5m	£88 +VAT

ENTERING YOUR CHEESE IN THE CORRECT CATEGORY



- Cheeses are judged based on their own merit and not compared to others in the same category.
- You do not need to worry about entering your cheese into the wrong category. We will make sure it is moved to the correct category.
- Categories are intended for operational purposes only and organisers reserve the right to move your cheese into a different category for operational purposes. This will not affect your results or chance of being awarded.
- Please note, you can only enter your cheese in one category.
- However, it is permitted to enter the same cheese more than once, provided the age profiles are different, e.g. Parmigiano Reggiano 24 months and Parmigiano Reggiano 36 months.
- Where relevant, age profile refers to maturation at the time of judging.

ENTRY CATEGORIES

Published June 2023

Please note:
You can only enter your cheese in one category. However it is permitted to enter the same cheese more than once, provided the age profiles are different, e.g. Parmigiano Reggiano 24 months and Parmigiano Reggiano 36 months. Cheeses are judged based on their own merit and not compared to others in the same category. Categories are intended for operational purposes only and organisers reserve the right to move your cheese into a different category for operational purposes. This will not affect your results or chance of being awarded. Where relevant, age profile refers to maturation at the time of judging.

<p>GOATS' MILK CHEESE</p> <p>5001 Soft goats' milk cheese (fresh)</p> <p>5002 Soft goats' milk cheese (mould-ripened)</p> <p>5003 Semi-hard goats' milk cheese</p> <p>5004 Hard goats' milk cheese</p> <p>5005 Goats' milk cheese with additives</p> <p>5006 Blue goats' milk cheese</p> <p>5007 Smoked goats' milk cheese</p> <p>5010 Soft washed-rind goats' milk cheese</p> <p>5011 Semi-hard washed-rind goats' milk cheese</p> <p>5012 Hard washed-rind goats' milk cheese</p> <p>EWES' MILK CHEESE</p> <p>5101 Soft ewes' milk cheese</p> <p>5102 Semi-hard ewes' milk cheese</p> <p>5103 Hard ewes' milk cheese</p> <p>5104 Smoked ewes' milk cheese</p> <p>5105 Ewes' milk cheese with additives</p> <p>5106 Blue ewes' milk cheese</p> <p>5107 Manchego PDO</p> <p>5109 Idiazabal PDO</p> <p>5110 Pecorino PDO</p> <p>5113 Soft washed-rind ewes' milk cheese</p> <p>5114 Semi-hard washed-rind ewes' milk cheese</p> <p>5115 Hard washed-rind ewes' milk cheese</p> <p>COWS' MILK CHEESE</p> <p>5225 Double Gloucester</p> <p>5226 Leicester</p> <p>5227 Caerphilly</p> <p>5228 Lancashire (all varieties)</p> <p>5230 Wensleydale</p> <p>5231 Cheshire</p> <p>5232 Parmigiano Reggiano PDO (18-23 months)</p> <p>5233 Parmigiano Reggiano PDO (24-29 months)</p>	<p>5234 Parmigiano Reggiano PDO (30-39 months)</p> <p>5235 Parmigiano Reggiano PDO (40+ months)</p> <p>5236 Grana Padano PDO (< 18 months)</p> <p>5237 Grana Padano PDO (18+ months)</p> <p>5238 Provolone PDO</p> <p>5240 Emmental</p> <p>5242 Gruyère AOP (< 9 months)</p> <p>5243 Gruyère AOP (9+ months)</p> <p>5245 Gouda (< 9 months)</p> <p>5246 Gouda (9+ months)</p> <p>5247 Semi-hard cows' milk cheese</p> <p>5248 Hard cows' milk cheese</p> <p>5250 Smoked cows' milk cheese</p> <p>5253 Comté PDO (< 9 months)</p> <p>5254 Comté PDO (9+ months)</p> <p>5260 Mild block Cheddar</p> <p>5261 Medium block Cheddar</p> <p>5262 Mature block Cheddar</p> <p>5263 Extra-mature block Cheddar</p> <p>5264 Mild traditional (shape) Cheddar</p> <p>5265 Medium traditional (shape) Cheddar</p> <p>5266 Mature traditional (shape) Cheddar</p> <p>5267 Extra-mature traditional (shape) Cheddar</p> <p>5302 Soft cows' milk cheese (fresh)</p> <p>5306 Mozzarella (cows' milk)</p> <p>5309 Brie (de Meux or de Melun PDO)</p> <p>5311 Camembert de Normandie PDO</p> <p>5319 Burrata (cows' milk)</p> <p>5320 Soft washed-rind cows' milk cheese</p> <p>5321 Semi-hard washed-rind cows' milk cheese</p> <p>5322 Hard washed-rind cows' milk cheese</p> <p>5323 Soft cows' milk cheese (mould-ripened)</p> <p>5405 Gorgonzola PDO</p>	<p>5410 Soft blue cows' milk cheese</p> <p>5411 Semi-hard blue cows' milk cheese</p> <p>5412 Hard blue cows' milk cheese</p> <p>5413 Blue Stilton PDO</p> <p>5414 White Stilton PDO</p> <p>5415 Stilton with additives</p> <p>5603 Processed cows' milk cheese</p> <p>5605 Hard pressed or repressed cows' milk cheese with additives</p> <p>5608 Soft or unpressed cows' milk cheese with additives</p> <p>5611 Fresh cows' milk cheese with additives</p> <p>MIXED MILK CHEESES</p> <p>5801 Cheese made with the milk of more than one animal</p> <p>5815 Feta PDO (ewes' milk or goat & ewes' milk)</p> <p>BUFFALO MILK CHEESE</p> <p>5701 Mozzarella di Bufala</p> <p>5702 Soft buffalo milk cheese (fresh)</p> <p>5703 Soft buffalo milk cheese (mould-ripened)</p> <p>5704 Semi-hard buffalo milk cheese</p> <p>5705 Hard buffalo milk cheese</p> <p>5706 Buffalo milk cheese with additives</p> <p>5707 Blue buffalo milk cheese</p>
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IMPORTANT NOTE:
Cheeses that are produced in a 'style of' should not be entered into PDO or AOP categories and should instead be entered into the general category most closely related to the type of cheese, e.g. soft cows' milk cheese (fresh).

giff.co.uk/wca | *44 (0) 1747 815100 | @guildoffinefood #worldcheeseawards

CATEGORIES LIST

WORLD CHEESE AWARDS 2023: CONSOLIDATION POINTS

Please do not send any cheeses until you receive your delivery instructions & labels.

You will be allocated a consolidation point closest to your company address, unless import restrictions require the delivery to be made direct to Norway. Full delivery addresses and instructions will be sent after the entry deadline closes.

Entries from Europe are advised to send between 500g - 2kg per cheese. Entries from outside Europe (Rest of World) are advised to send up to 500g per cheese. It is permitted to send an entire cheese if it needs to be staged whole.



Consolidation points as of 5 May 2023. The organisers reserve the right to make amends to these locations as operationally required. Full consolidation details will be available in Summer 2023.

ABOUT THE ORGANISERS

World Cheese awards is organised by the Guild of Fine Food, which exists to support, protect, represent, and raise awareness of all good independent food and drink businesses, at a local, national, international, and governmental level.

A publisher, events and awards organiser, membership organisation and training provider, our network of activities is designed to promote excellence and build closer links between producers and retailers. Publishers of *Fine Food Digest*, the industry voice for independent food & drink retailers, we also organise a second internationally-recognised accreditation scheme: Great Taste, which is recognised across the world as a sign of well-made food & drink.

Guild of Fine Food is made up of a small UK-based team, spread between Gillingham (Dorset) and London. **We're proud to interact with food & drink producers, independent retailers and lovers of good food from all around the world.**

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