

WORLD CHEESE AWARDS 2006

14 June 2006
at Taste of London
in Regents Park

Evening Standard PRESENTS

taste
of London

15 - 18 June 2006
Regent's Park

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Cheese has an almost universal appeal. Place a wedge in front of a hungry family and it disappears in a trice. Place the very best cheese in the world in front of 35,000 affluent, food loving consumers enjoying a day in Regent's Park, London and you have some idea of what the 2006 World Cheese Awards promises this June.

The world's largest international cheese competition will be staged in front of a massive consumer audience as part of the incredibly successful Taste of London show in Regent's Park. The event is a giant food and restaurant experience where over 30 of the country's leading chefs prepare signature dishes for an audience that genuinely appreciates fine food. Names such as Jamie Oliver, Anton Edelmann, Aldo Zilli, Antonio Carluccio, Giorgio Locatelli and Antony Worrall Thompson are all part of an experience that prompted Michel Roux to declare: 'What sets Taste of London apart is the people who attend - all are passionate about food and are interested to learn more.'

Your cheese can be part of this experience too - simply by entering the most prestigious cheese competition in the world. The World Cheese Awards' appeal is its ability to compare large cheese makers with small, artisan with mainstream - regardless of nationality - and to acknowledge the role each has to play in developing markets within its own country.

Due to the volume of entries, competition classes are broken down into tightly defined varieties, styles of making and seasons. The judging standards are exacting and Gold is awarded on the



basis of comparing like with like. But it is not first past the post: if three cheeses in a single class deserve Gold, that's how many are awarded.

The prestige of winning Gold at the World Cheese Awards is close to taking Gold in the Olympics - it doesn't get any better because you've been judged alongside the very best in the world. The best from the USA, over 200 of them, the best from large and small producers in South Africa, New Zealand and Australia - and the absolute cream from every cheese making country in Europe.

Judging is organised by the UK Cheese Guild and takes place on Wednesday 14th June in Regent's Park, immediately followed by a prestigious judges' lunch attended by the food press, celebrity chefs and the great and good of the cheese trade. Later that same day, all Gold award winning cheeses are judged a second time to identify the major award winners, including the World Champion 2006.

Taste of London opens with a gala VIP evening on Thursday 15th July during which the World Champion Cheese 2006 will be announced. Throughout the following three days, 35,000 visitors have their opportunity to taste and compare the competition cheeses to see if they agree with our judges.

Go for Gold on the largest stage in the cheese world. Select your classes, then complete and return the enclosed entry form along with your payment. A receipt, together with delivery instructions will follow shortly.



If you need further details please email linda.farrand@finefoodworld.co.uk

Classes for the World Cheese Awards 2006

1a	Soft goats' milk cheese plain - fresh
1b	Soft goats' milk cheese plain - mould-ripened
2a	Semi-hard goats' milk cheese plain
2b	Hard goats' milk cheese plain
3	Goats' milk cheese with additives
4	Soft ewes' milk cheese plain
5a	Semi hard ewes' milk cheese plain
5b	Hard ewes' milk cheese plain
6	Ewes' milk cheese with additives
7a	Feta plain without oil or additives
7b	Feta plain in oil
7c	Feta with additives
8	Cheese made with the milk of more than one animal
9a	Fresh/cream cheese cows' milk plain
9b	Mould ripened soft or unpressed cows' milk cheese plain
10a	Cream or fresh cheese with savoury additives
10b	Mould ripened soft or unpressed cows' milk cheese with savoury additives
10c	Soft or unpressed cows' milk cheese with savoury additives
11	Soft or unpressed cows' milk cheese with dessert style additives
12a	Ricotta
12b	Mascarpone
13a	Quark plain
13b	Quark with additives
14a	Brie made from unpasteurised milk
14b	Brie made from pasteurised milk
15a	Camembert made from unpasteurised milk
15b	Camembert made from pasteurised milk
16	A single Stilton – uncut
17	A single Stilton – cut
18	Roquefort
19	Gorgonzola
20a	Blue vein cheese made in the UK, any variety, uncut, natural rind
20b	Blue vein cheese made in the UK, any variety, uncut, foil wrapped
21a	Blue vein cheese made outside the UK, any variety, uncut, natural rind
21b	Blue vein cheese made outside the UK, any variety, uncut, foil wrapped
22	Reduced fat cheese hard pressed
23	Reduced fat cheese unpressed
24	Processed cheese or processed cheese spread plain
25	Processed cheese or processed cheese spread with additives
26	Smoked Cheddar
27a	Other smoked cheese - soft/semi soft
27b	Other smoked cheese - semi hard
27c	Other smoked cheese - hard
28a	Hard pressed or repressed Cheddar with savoury additives
28b	Other hard pressed or repressed cows' milk cheese with savoury additives
28c	Hard pressed or repressed cows' milk cheese with dessert style additives
29	Mature traditional Cheddar made after 01/06/05
30	Mature block Cheddar made in a creamery after 01/06/05
31	Mature block Cheddar made on a farm after 01/06/05
35	Traditional Cheddar made after 31/10/05
36	Cheddar made in a creamery after 30.11.05
37	Cheddar made on a farm after 30.11.05
38	Extra Mature traditional Cheddar made after 01/02/05
39	Extra Mature block Cheddar made in a creamery after 01/02/05
40	Extra Mature block Cheddar made on a farm after 01/02/05
41	Mild Cheddar made after 01/03/06
42	Vintage farmhouse Cheddar made before 01/02/05
43	Vintage Cheddar made in a creamery before 01/02/05
44	Double Gloucester
45	Leicester
46	Caerphilly
47a	Lancashire, creamy
47b	Lancashire, tasty
48	Wensleydale
49a	Cheshire, block
49b	Cheshire, traditional
50a	Mozzarella, fresh, cows' milk in ball (large or small)
50b	Mozzarella, block, slices or string
50c	Mozzarella di Bufala
51	Semi-hard cheese not in any other class
52	Tallegio
53	Pont l'Évêque/Livarot/Reblochon
54	Rind washed cheese not in any other class
55	Hard pressed cheese other than Cheddar and other UK territorials
56a	Parmigiano Reggiano/Grana Padano made before 01/01/05
56b	Parmigiano Reggiano/Grana Padano made after 01/01/05
57a	Emmental or Gruyere produced after 01/08/05
57b	Emmental or Gruyere produced before 01/08/05
57c	Very hard cheese not in any other class
58a	New Cheese - hard or semi hard. Open to any new cheese first marketed after 01/06/05
58b	New Cheese - blue. Open to any new cheese first marketed after 01/06/05
58c	New Cheese - with additives. Open to any new cheese first marketed after 01/06/05
58d	All other new cheeses. Open to any new cheese first marketed after 01/06/05
59	Alternatives to cheese - any type of cheese substitute
60	Cheese produced on farm or dairy with a total output not exceeding a weekly average of 2 tonnes
61a	Any hard cheese that has been awarded a Denomination of Origin (ie AOC, PDO, DOC, DO or PGI)
61b	Any blue cheese that has been awarded a Denomination of Origin (ie AOC, PDO, DOC, DO or PGI)
61c	Any other cheese that has been awarded a Denomination of Origin (ie AOC, PDO, DOC, DO or PGI)
62a	Edam and Gouda - made before 01/06/05
62b	Edam and Gouda - made after 01/06/05

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