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14th Swiss Cheese Awards 2026, 6–11 October 2026, City of Fribourg

Key information for media representatives

Number of cheeses in the competition: 1,177 (a record)

Number of competition categories: 32, plus a butter category.

Jury
The jury comprises **203 experts** from the cheese industry and the catering sector, as well as media representatives and consumers. The majority are from Switzerland, **more than 30 from abroad**. The following countries are represented: USA, Japan, Turkey, France, Belgium, Austria, Germany, UK, Italy, Denmark.
The jury works on behalf of and under the authority of Fromarte, the umbrella organisation for Swiss cheese specialists. Fromarte is responsible for the competition and ensures that it is conducted fairly and in accordance with the rules.

Media contact
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On-site Media Centre
Tuesday, 6 October 2026, Salle communale St. Léonard, Chem. Saint-Léonard 1, 1700 Fribourg
9.00 am to 6.00 pm.
Thursday, 8 October 2026, L'Atelier, Place de Notre-Dame 16, 1700 Fribourg (Jupiter Room)
9.00 am to 6.00 pm.

Images and information for media representatives
High-resolution images are available and regularly updated at https://www.cheese-awards.ch/de/medien
The announcement of the three Swiss Champions and the category winners will take place on Friday, 9 October 2026, from around 7.00 pm, via a press release. This will also be available at https://www.cheese-awards.ch/de/medien

Key dates

Tuesday, 6 October 2026, from 11.00 am
Preliminary round: judges assess all cheeses in the competition
Salle communale St. Léonard, Chem. Saint-Léonard 1, 1700 Fribourg
Open to the public, free admission, **access for media representatives from 9.00 am.**

Thursday, 8 October 2026
The Super Jury selects the Swiss Champions in the following categories:
- Extra-hard / hard cheese
- Semi-hard cheese
- Soft / fresh cheese

Hôtel de Ville, Salle des Pas Perdus, Pl. de l'Hôtel de Ville 3, 1700 Fribourg
Not open to the public, **no access for the media.**

Friday, 9 October 2026
Cheese Platter Competition, 10.00–12.00
L'Atelier, Pl. de Notre Dame 16, 1700 Fribourg
Open to the public, free entry, **media access from 10.00 am.**

Awards Night: Announcement of the 3 Swiss Champions and the 32 category winners, announcement of the winner of the Cheese Platter Competition.
Admission by ticket only, **media representatives admitted by invitation only.**

Saturday 10 October 2026, 9 am–5 pm, and Sunday 11 October 2026, 10 am–4 pm
Burgquartier, Fribourg
Cheese and regional produce market
Open to the public, free admission