

## **SWISS CHEESE AWARDS 2022 - Competition regulations**

FROMARTE, the Swiss Cheese Specialists, organises a market-oriented event for the promotion of Swiss cheese under the umbrella term SWISS CHEESE AWARDS. FROMARTE, as the sponsoring organisation of this event, issues a set of regulations for this cheese competition (also referred to here as cheese test) with the following specifications:

### **1. General provisions**

- The following regulations govern the conduct of the SWISS CHEESE AWARDS and thus guarantee that everything runs smoothly.
- These regulations ensure a fair, neutral and technically correct cheese competition.
- By registering for the SWISS CHEESE AWARDS, participants accept the conditions of these regulations.
- In connection with the SWISS CHEESE AWARDS, recourse to the courts is excluded.
- Any disputes are subject to the unappealable judgement of the competition management.

### **2. Eligibility, participation fee**

- All producers of Swiss cheese with a production site in Switzerland and the Principality of Liechtenstein are eligible to participate. The ripening facility may be mentioned.
- Interprofessions, trading or ripening companies may enter and submit products for the competition. A prerequisite is the express consent of the producers to participate. This also applies to the registration of commissioned productions.
- Participation is subject to a fee and is based on the fees of FROMARTE. The costs for registration by 25 July 2022 (date of postmark) are CHF 50 per product for members, CHF 100 per product for non-members, CHF 30 for the 6th registered product and more, or CHF 60 for non-members. For registration after 25 July 2022, the participation fees are CHF 75 per product for members and CHF 150 per product for non-members.
- **The closing date for registration is August 19<sup>th</sup> 2022.**
- Participants undertake to provide the required quantity of cheese (as per chapter 7) free of charge and to pay for transport to the competition venue.
- The category or overall winner undertakes to provide FROMARTE with up to 40 kg of cheese at the usual commercial price for promotional purposes (in each case as whole loaves or wedge-cut for large loaves).
- Different samples of the same product per producer may take part in the competition if they differ at least in composition or type of ripening (e.g. moist storage). In the case of products that differ only in the degree of ripeness, only one sample per producer will be accepted for the competition.
- The products must be of a usual age and degree of maturity when the competition is held on 22 September 2022.
- Only producers who are members of the respective Interprofession are admitted to participate in the competition categories for varietal cheeses (categories 101 to 108 and 111 to 118).
- If products are in conflict with the protection of origin, they will be excluded from participation in the competition on the basis of the following criteria:
  - completed legal proceedings with a court-imposed sanction.
  - Products which are subject to ongoing legal proceedings.

### 3. Categories of the competition

FROMARTE reserves the right to adapt the categories to new circumstances. As a rule, a category will be run if at least 5 participants register.

In the categories for cheeses with flavouring additives (categories 110, 121 and 122) the following are to be understood as additives: Spirits, wine, cider, vinegar, oil, etc.; smoking; addition of spices, their extracts and other suitable ingredients. In the categories "without" flavouring additives (categories 109, 119 and 120), cheeses with the indicated additives, externally and in the dough, are not allowed and are reclassified.

- 101 Emmentaler AOP
- 102 Le Gruyère AOP
- 103 Le Gruyère d'alpage AOP
- 104 Sbrinz AOP
- 105 Appenzeller
- 106 Raw milk Tilsiter
- 107 Grisons mountain cheese
- 108 Valais Raclette AOP
- 109 Raclette and fried cheese (without flavouring additives)
- 110 Raclette cheese with flavouring additives
- 111 Vacherin Fribourgeois AOP
- 112 Vacherin Mont d'Or AOP
- 113 Tête de Moine AOP
- 114 Bloder cheese and sour cheese AOP
- 115 L'Etivaz AOP
- 116 Bernese Alpine Cheese and Bernese Hobelkäse AOP
- 117 Formaggio d'Alpe ticinese DOP
- 118 Glarus Alpine cheese AOP
- 119 Other semi-hard cheeses with a wheel size of at least 3 kg (without flavouring additives)
- 120 Other semi-hard cheeses with a wheel size of less than 3 kg (without flavouring additives)
- 121 Semi-hard cheese with wheel size min. 3 kg with flavouring additives
- 122 Semi-hard cheese with wheel size less than 3 kg with flavouring additives
- 123 Other hard and extra hard cheeses
- 124 Soft cheese white mould
- 125 Soft cheese lubricated
- 126 Fresh cheese
- 127 Blue cheese
- 128 Sheep cheese extra hard, hard and semi-hard
- 129 Soft and fresh sheep's cheese
- 130 Goat cheese extra hard, hard and semi-hard
- 131 Goat's cheese soft and cream cheese
- 132 Cheese innovations (maximum 2 years on the market or not yet introduced)

### 4. Special categories

FROMARTE may organise other competitions within the framework of the SWISS CHEESE AWARDS. The conditions of participation and the rules for the conduct of the special competitions are written down in separate regulations. The winners of these special categories will receive a special award. **The products of these categories do not take part in the SWISS CHAMPION election.**

The following special categories may be held:

- Prix Laboratoire du goût
- Cheese boards (made at the competition venue) max. 15 participants. The first 15 entries will be accepted (separate regulations).
- Journalist Prize

## 5. Registration

The last call for entries will be made 2 to 3 months before the cheese competition. The application contains the following points:

- Name of the producer, company, operating licence number
- Address, telephone, fax, e-mail, mobile phone
- Competition category
- Description of the quality characteristics for non-varietal cheeses: the characteristics for the criteria "appearance, perforation", "taste, aroma" and "texture of the dough" must be stated as precisely as possible.
- Declaration of consent of the producer to take part in the competition, in the case of registration by an interprofessional organisation or by a trading or maturing company.
- Agreement with the competition regulations SWISS CHEESE AWARDS
- Date, signature
- Special remarks

## 6. Sending in the cheese samples

The following points must be observed after the request and when sending in the cheese samples:

- The invitation to send in samples is sent to all eligible participants approx. 1 month before the cheese test.
- The delivery must be accompanied by a document with the name of the producer and the cheese, date of manufacture, operating licence number and, in the case of non-varietal cheeses, a description of the quality characteristics. The accompanying documents must be filled in correctly and completely.
- If the cheese samples are sent in by a variety organisation or by a trading or maturing company, the producer must also submit a declaration of consent to participate in the competition.
- The cheeses to be judged must meet the legal requirements.
- The cheese samples must be ready for consumption and released for sale in accordance with any specifications or requirements of the variety organisation.

## 7. The participants shall provide the following quantities of cheese free of charge:

<b>Cheese</b>	<b>Quantity or number of pieces to be sent</b>
with loaf weight over 8 kg, e.g. large loaves	one whole piece of at least 5 kg, wedge cut or belt cut. (belt cut at least 8 cm wide), incl. rim on the cheese side, without boletus.
with loaf weight 3 - 8 kg	whole pieces of cheese totalling at least 3 kg
with loaf weight 500 g - 3 kg	whole loaves, in total min. 2 kg cheese in original packaging
with loaf weight below 500 g	whole loaves, in total at least 1 kg cheese in original packaging

- It must be possible to assess the exterior of the cheeses without any problems.
- If possible, the cheese samples are to be delivered without the labels applied to the cheese.
- The cheese samples should preferably be sent refrigerated in order to avoid a reduction in quality.
- The transport costs shall be paid by the participants.
- Cheeses in the competition will be accepted on 15 Sept. 2022 from 9.00 a.m. to 5.00 p.m. at the venue of the SWISS CHEESE AWARDS.
- If cheeses are not delivered on the agreed date, they will be excluded from the competition.
- All cheeses will be coded by the organisers and stored according to their characteristics.
- The cheeses become the property of FROMARTE after the judging.

## 8. Cheese test to determine the ranking in the categories

- The cheese testing shall be carried out at a central location and under conditions that enable a neutral assessment.
- The examination in the categories shall be carried out by examination teams consisting of 4 to 6 members; if possible, they shall include persons from production, trade, research, gastronomy, retail trade, consumers and the media.
- The jury members will be appointed by the competition management and personally invited to the cheese assessment and to determine the overall winner "SWISS CHAMPION".
- Participants cannot take part in the judging in the corresponding category. Jury members who are related to the participant or who work in the participant's business are also excluded.
- The applications of the jury members must clearly state their professional function.
- Each team will be headed by a senior examiner. The head examiner is responsible for the smooth introduction of the jury members, the compilation of the individual results and any necessary follow-up examination.
- All teams complete a preliminary test in which they are familiarised with the test criteria and perform a triangular test.
- Each expert judges the cheeses individually with their own protocol. If the individual evaluations within the jury group differ by more than 1 point in one position, a joint re-examination takes place in the corresponding position.
- A clear ranking list must be available for each category. The chief examiner confirms its correctness.
- In edge cases, the competition management will decide.
- The persons in charge of the cheese examination as well as the examiners must treat the results confidentially.

## 9. Cheese evaluation (determination of the ranking in the categories).

The evaluation takes place according to the following criteria (maximum score 20):

Appearance and perforation	max. 5 points
Taste and aroma	max. 5 points (calculated x2), e. g. max. 10 points
Texture of the dough	max. 5 points

- In deviation from the general evaluation scheme, the category "Cheese innovations" is evaluated with a maximum of 5 points each: Appearance, perforation and texture of the dough / taste and aroma / innovation / market opportunities.
- In the categories "Valais Raclette AOP", "Raclette and fried cheese (without flavouring additives)" and "Raclette cheese with flavouring additives", each will be awarded a maximum of 5 points: Appearance and perforation / taste and aroma (melted, points x 2 calculated) / texture of the dough and fat separation (melted).

The assessment is made with the following gradation:

5 points	Perfect fulfilment of the requirements, no faults
4 points	slight deviation from the standard, error tolerable
3 points	noticeable deviation, slight defect
2 points	marked deviation from the standard, significant defect
1 point	major defect, defect not tolerable
0 points	massive error, completely changed, not assessable

- The ideal quality characteristics are defined for each cheese category.
- During the evaluation, the deviations from the given description of the quality characteristics are assessed.
- As a rule, whole points are noted, in exceptional cases half points can also be awarded per item.
- In the case of assessments below grade 4, the lower grades must be justified.

## 10. Election of the overall winner "SWISS CHAMPION"

- The overall winner, called SWISS CHAMPION, will be determined from the winners of all the individual categories.
- The first prize-winning cheese in each category will automatically take part in the final competition to determine the SWISS CHAMPION overall winner (with the exception of the special categories).
- The judging is carried out by approx. 12 to 18 jurors representing production, trade, research, gastronomy, retail trade, media and consumers. The jury for determining the overall winner "SWISS CHAMPION" is made up of jury members who participated in the cheese judging in the categories on the previous day.

The assessment is based on the following criteria:

Taste and aroma	max. 5 points (calculated x2) = max. 10 points
Texture of the dough	max. 5 points
Overall impression	max. 5 points

The best and worst result per product will be eliminated.  
The competition management will decide in edge cases.

## 11. Awards

- Entitled to the title SWISS CHAMPION are those participants who achieved the highest number of points in the evaluation of all winning cheeses from the individual categories.
- The participant who achieves the highest number of points in the corresponding category (= category winner) is entitled to the title SWISS CHEESE AWARDS.
- The SWISS CHAMPION will receive an additional award.
- The category winners will receive a medal, an award and a diploma, which will be presented at a special event.
- The winners must be present at the award ceremony.
- Diplomas will be awarded to those contestants who qualify for the top 20% of the category rankings.
- All participants will be informed about their results in due time.

## 12. Use of the title for advertising purposes

- All rights of the SWISS CHEESE AWARDS and the SWISS CHAMPION are owned by FROMARTE.
- The winners are entitled to use the logos and images of the SWISS CHEESE AWARDS and the SWISS CHAMPION respectively for a period of approx. 2 years (until the next competition).
- FROMARTE will make the logos and images available on request and is interested in receiving information from the prize-winners about their intended projects.
- On request, the prize-winners must provide FROMARTE with information on advertising measures and other use of the titles SWISS CHEESE AWARDS and SWISS CHAMPION.
- The overall winner and the category winners as well as the participants awarded with a diploma will be announced in the trade press.

## 13. Entry into force

The revised regulations will be put into force by the sponsoring organisation FROMARTE by decision of 18 October 2021.

FROMARTE The Swiss Cheese Specialists  
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