

Cheeses on Show

at the 3rd edition of the International Caseus Award Contest
January 24th 2009 as part of the Sirha - Lyon Eurexpo, France

On Saturday 24th January, the 3rd edition of the International Caseus Award contest will shine the spotlights on the cheese-making trade. The very best cheese-refiners and professionals worldwide will get together with products of gastronomy tradition: cheeses with Protected Designation of Origin.

PDO, three letters that make the difference














Cheeses bearing Protected Designation of Origin, symbolising their land of origin, have been selected for the International Caseus Award contest. They will offer a unique opportunity for twelve duos of cheese specialists from around the planet to demonstrate their know-how, in the largest gastronomy arena in the world: the Chefs' Area at the Sirha trade exhibition.

Countries competing in the 3rd edition

Created and presided over by Hervé Mons, Best Cheese-maker-refiner Tradesman of France, the twelve countries that will enter this 3rd edition are as follows:

Australia, Belgium, Canada, Spain, United States, France, Italy, Japan, the Netherlands, United Kingdom, Sweden and Switzerland.

	AUSTRALIA Richard THOMAS Nick HADDOW	BOX 8		SPAIN Isabel TUTUSAUS Marta ROELAS BOQUE	BOX 12
	BELGIUM Luc CALLEBAUT Peter VERBRUGGEN	BOX 9		SWEDEN Anders KARLSSON Roland PERSSON	BOX 4
	CANADA Nathalie FILION Geneviève Clého HOTT-VAUDRY	BOX 6		SWITZERLAND Christophe GREMAUD DE BULLE Mireille KUTTEL DE JOAN	BOX 5
	FRANCE Cédric LENOIR Audrey MILLIARD	BOX 2		THE NETHERLANDS Betty KOSTER Casper DROOGH	BOX 7
	ITALY Cominelli GRAZIANO Glandomenico NEGRO	BOX 1		UNITED KINGDOM Michael THOMPSON Srdja MASTILOVIC	BOX 11
	JAPAN Miyuki OSAWA Yuko INOUE	BOX 10		UNITED STATES Frank MEILAK Zoe BRICKLEY	BOX 3

The complexity of cheese-making packed into 7 hours

The International Caseus Award is a comprehensive competition in which the teams will have 7 hours to successfully complete tests addressing the main aspects of the cheese trade: setting up a cheese display, cheese cutting test, blind tasting, sales simulation, presentation of cheeses refined by the candidates, and answering a multiple choice questionnaire on PDO cheeses...

NEW IN 2009: wrapping and packaging test

In introducing this new test, the International Caseus Award seeks to promote wrapping and packing skills which are part of everyday activities in the trade, as they are the next step after cutting the cheese. Consumers appreciate the fact that their cheese is wrapped and packaged as this attests to the authenticity of the product, highlighting its difference from vacuum packed industrial products. The candidate will have 10 minutes in which to wrap and pack cheeses of different shapes, and to place them in their bags.

A total of 20 cheeses must be wrapped and packed within 10 minutes.

A mark for wrapping and packing will be awarded out of a total of 30 points, taking into account the quality and method used for folding and placing the products in their final packaging.

Guest of honour: Westcombe Cheddar

The star for this 3rd edition will be Westcombe Cheddar, manufactured in the United Kingdom. Its texture is firm and compact, with a few crunchy crystals. Its taste is soft, deep and rich with a sweet touch of caramel. The aftertaste is acidulous.

During the contest, Westcombe Cheddar will be used in the cheese cutting test, the most spectacular and most technical. 30 minutes maximum to convince the jury!

The presentation of the awards will take place on 24th January, 5 pm in the Chefs' Area.

For further information visit: www.caseus-award.com



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