



PRESS RELEASE  
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## **World Cheese Awards returns to Britain for 2010**

### **A Date for your Diary: BBC Good Food Show Birmingham, 24<sup>th</sup> November**

The 2010 World Cheese Awards, the world's largest international cheese competition, will for the first time, take place this autumn at the BBC Good Food Show on the 24<sup>th</sup> November 2010. More than 300 judges, including leading cheese buyers, retail experts, chefs and food journalists, are expected at the event which has been brought back to the UK after spending two years overseas. This year the BBC Good Food Show in Birmingham, a city hailed as a new centre of gastronomy and at the food heart of Britain, will welcome the awards.

Over 2,500 cheeses from the UK, Europe, the USA, South Africa and the Australasia will be shipped to the NEC. Staged in a dedicated hall alongside the famous BBC Good Food Show, the 2010 World Cheese Awards will command massive national and international attention.

The morning's judging will identify Gold, Silver and Bronze winning cheeses and be followed by the now time-honoured judges' lunch. During the afternoon, the Supreme Jury (which has previously consisted of Mark Hix and Antony Worrall Thompson), will taste each gold award winning cheese a second and a third time to identify the national champions and finally, the 'World Champion Cheese 2010'.

After the day of judging, the World Cheese Awards area will be open to the 95,000 BBC Good Food visitors for the four day show (until the 28<sup>th</sup>) where the Guild of Fine Food will also be running tutored tastings.

Bob Farrand, 'the awards' Chairman and National Director of the Guild of Fine Food comments: " The cheese Olympics arrives in the UK two years before the sport Olympics and Birmingham in November will be an irresistible magnet to every cheese lover. Never before will so many cheeses have been on offer for tasting by British consumers"

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### **How to enter**

Cheese-makers wishing to enter products in the World Cheese Awards can download entry forms from the website, [www.finefoodworld.co.uk](http://www.finefoodworld.co.uk), where they will also find a comprehensive list of the classes and details of the entry mechanism. (Opens August 2010).

### **Press enquiries**

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