



Cheese Awards 2007



(Formerly IFEX Cheese Awards)

Organised by
Expo Events Ltd.
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2 - 4 September 2007
RDS Simmonscourt, Dublin

SHOP

Ireland's retail,
food & drink event

Cheese Awards

International Cheese Awards

The SHOP (formerly IFEX) cheese awards is now firmly established as the major event in Ireland for the cheese industry.

The appeal of the awards is the competition between the small cottage based producers, large commercial creameries and importers and the acknowledgement of the role each plays in developing trade on the island of Ireland.

It also delivers a buying audience from specialist delicatessen outlets to multiple retailers and from hoteliers to restaurateurs.

The competition provides a showcase for visitors and professionals to view and sample first hand the tremendous variety of cheeses now available in Ireland.



How to Enter

If you are a producer, importer or supplier of cheese, you may enter the SHOP (formerly IFEX) Cheese Awards. Identify the relevant class for your product and complete the enclosed entry form. There is no restriction on the number of cheeses you enter but each cheese may only be entered in one class.

The fee is €30.00 per entry or €25.00 per entry if three or more cheeses are entered. The entry fee includes display at the competition area and refrigerated storage. Please advise if cheeses should NOT be refrigerated.

Completed entry forms and appropriate fee should be sent to:

**Gillesa O'Shea, Expo Events Ltd., Building 2,
The Courtyard, Carmenhall Road, Sandyford, Dublin 18.
Tel: +353 1 295 8181 Fax: +353 1 295 8187
Email: gillesa.oshea@expo-events.com**

Cheques/postal orders should be made payable to:

Expo Events Ltd.

Approximately two weeks prior to the event a set of code numbers and labels for each entry will be sent to you. These labels should be attached to the appropriate cheese before delivery to the SHOP (formerly IFEX) Cheese Awards, RDS Simonscourt Pavilion, Ballsbridge, Dublin 4.

Closing date for entries is: Friday 10 August 2007.



The Judging

The competition will be judged by an acknowledged panel of experts on Sunday 2 September 2007.

Entries will be graded out of 100 based on the following criteria:

CRITERIA	POINTS AVAILABLE
Flavour & Aroma	45
Body & Texture	40
Colour	10
Packaging & Finish	5

When judging is completed the winners will be contacted and asked to collect their awards at the presentation ceremony on Monday 3 September 2007.

The Prizes

The presentation of prizes will take place on the SHOP (formerly IFEX) Cheese Awards stand on Monday 3 September 2007.

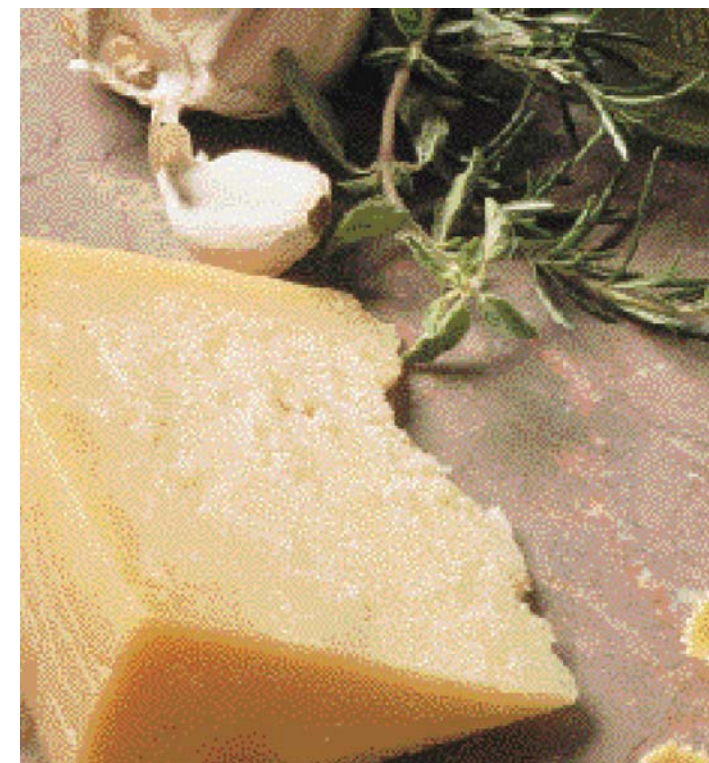
Class winners will receive a **Gold Medal and Certificate**. Second and third prize winners will receive a certificate.

From each of these 'Best in Class' winners a Supreme Champion will be selected and a prize presented.

A special award will be presented to the SHOP (formerly IFEX) **Farmhouse Cheese Maker of the Year** selected from the Farmhouse Cheese Classes.

The Classes & Criteria

- CLASS 1**
mild cheddar: minimum 3 months maturing
- CLASS 2**
medium cheddar: 6-12 months maturing
- CLASS 3**
mature cheddar: minimum 12 months maturing
- CLASS 4**
low fat cheese: hard, soft or semi-soft of less than 18% fat
- CLASS 5**
speciality farmhouse hard cheese: with additives
- CLASS 6**
speciality farmhouse hard cheese: without additives
- CLASS 7**
speciality creamery hard cheese: with additives
- CLASS 8**
speciality creamery hard cheese: without additives
- CLASS 9**
speciality farmhouse soft & semi-soft cheese: with additives
- CLASS 10**
speciality farmhouse soft & semi-soft cheese: without additives
- CLASS 11**
speciality creamery soft & semi-soft cheese: with or without additives
- CLASS 12**
blue vein cheese: without additives
- CLASS 13**
best new cheese: cheese on the market for less than 12 months
- CLASS 14**
best imported cheese
- CLASS 15**
cheese for kids



The Rules

Cheese must be delivered to the RDS Simonscourt Pavilion during the following times:

Thursday 30 August - Saturday 1 September 2007 from 9am - 5pm.

Cheese will not be accepted for the competition after 5pm on Saturday 1 September 2007.

The organisers cannot be held responsible for the non arrival of cheese nor for return delivery.

It is the competitor's responsibility to ensure that cheeses carry the official coded label provided. No other visible branding or identification marks are permitted. Exhibits bearing such marks will automatically be disqualified.

Cheese must not have been ironed or bored more than once or it will be disqualified.

Competitors or members of the public are excluded from the competition area during judging.

The judges may withhold awards at their discretion. The judges decision is final.

Competitors are expected to supply enough cheese for tasting by trade buyers and retailers.

Refrigerated storage is provided for the duration of the exhibition.

Competitors must advise the organisers if they do not wish their cheese to be used for tasting.

When judging has been completed, advertising/promotional material may be displayed i.e. self standing cards, sales leaflets and brochures. Display material should be no larger than A4 size. Display boards are not permitted.

Cheese remaining after 5pm on the final day of the exhibition will be disposed of, unless prior arrangements have been made with the organisers.