



An introduction to...

WORLD CHEESE AWARDS

WHAT IS WORLD CHEESE AWARDS?

- Established in 1988, the World Cheese Awards is the largest 'cheese-only' event of its kind
- Over 4,500 cheeses from more than 40 countries are blind-tasted by 250 international cheese experts
- In 2026, the World Cheese Awards will be heading to Cordoba, in Andalucia, Spain from 12 – 14 November





WATCH: WHAT IS THE WORLD CHEESE AWARDS?





WHY DO CHEESEMAKERS & AFFINEURS ENTER?

- Present your cheese to an **international body of experts**, and shine a light on small, artisan producers
- An award ensures your product **stands out on crowded cheese counters**, regardless of the size of your business
- Provide motivation for your team
- **Increase sales and brand awareness** by showcasing it on an international world stage
- **Worldwide consolidated shipping points** to help cheesemakers with the logistics and cost of shipping their entries



WHO ARE THE JUDGES AND HOW DOES IT WORK?

- 250 industry experts including technical experts, graders, buyers, retailers, and food writers
- Each cheese is blind-tasted by a team of two or three judges
- The judges identify any cheeses worthy of a gold, silver, or bronze award.
- Each team then nominates one exceptional cheese as the Super Gold
- These exceptional go on to be judged a second time by a Super Jury





WHAT IS THE SUPER JURY?

- 14 internationally recognised experts, who each select one cheese to champion in the final round of judging.
- The Super Jury then debate the final cheeses in front of a consumer and trade audience, before choosing the World Champion Cheese live on WCA TV
- Cheese lovers and enthusiasts from around the globe watch the event unfold



THE 38TH EDITION OF THE AWARDS

WORLD CHEESE AWARDS 2025 IN NUMBERS

- 5,244 entries (nearly 9.1% increase on record set in 2024)
- Entries representing 46 nations from six continents
- 265 judges from 46 countries

WIDE RANGING ORIGINS, FLAVOURS & STYLES OF CHEESE

- The competing cheeses represented 46 different countries
- The biggest 'cheese-only' competition in the world - no yoghurt, butter or other dairy
- All styles of cheeses entered



THE PR POWER OF WORLD CHEESE

PRINT & DIGITAL PRESS HIGHLIGHTS

In 2025 World Cheese Awards was mentioned in the media **6.52k+** times across **86** countries.

With over **3.5k** pieces of coverage on the World Cheese awards generated in November.

2.48k     

direct mentions on Instagram, Facebook and X.

BROADCAST MEDIA

The 2025 WCA attracted TV crews from major international outlets including CNN and Associated Press, as well as live interviews on the BBC and Times Radio.



IN THE WORDS OF OUR JUDGES...

“The World Cheese Awards, hosted by the Guild of Fine Food, is an incredible international cheese competition. It is an honour to be a judge at this prestigious competition.”

CATHY STRANGE

Global executive coordinator,
Whole Foods Market (USA)



“The World Cheese Awards is a unique opportunity, not only for cheesemakers that take part in presenting their product for the whole world, but also for the judges to taste and uncover so many new cheese innovations in one place. For me, WCA is the most important cheese trendsetter, which is currently number one on a global scale!”

OKSANA CHERNOVA

Co-founder of the ProCheese Awards
& cheese expert at the ProCheese Academy (Ukraine)

“I am honoured to be invited to judge at the World Cheese Awards and I appreciate the opportunity to meet new people in the industry as well as to catch up with ‘old’ and familiar faces. It is a celebration of the skill of the cheesemaker, the provenance of the area in which the cheese is produced and ultimately the outstanding quality of every aspect of the product itself.”

SUZY O’REGAN

Product developer – dairy,
Woolworths Foods (South Africa)



“The World Cheese Awards is one of the important dates in my calendar each year. As well as being a great place to network and discuss the future of the industry, the quality of products on show are always at the highest level, and the show itself is so well organised.”

ADRIAN BOSWELL

Fresh food buyer, Selfridges (UK)



HOW TO TAKE PART THIS YEAR

1. Register & pay for entries online before the deadline
2. Delivery instructions are issued once entry closes in September
3. You will be asked to send your entry to one of our prearranged consolidation points.
4. The consolidation points will forward entries to the judging venue in Spain

For countries outside of the EU, please check carefully the information regarding [entry requirements](#).

Entry opens:	11 June
Entry closes:	15 September
Deliveries:	Early November
Judging:	12 November
Results:	14 November

Please note: Entry will close early if maximum number of entries is reached. Early entry is advised to avoid disappointment.

[Terms & conditions](#) and all entry information can be found at gff.co.uk/worldcheese



WATCH: HOW TO REGISTER & SUBMIT ENTRIES



PAYMENT HELP: If you cannot make payment for your entries online through MyGuild, please email worldcheese@gff.co.uk and we can issue an invoice with a PayPal link.



ENTERING YOUR CHEESE IN THE CORRECT CATEGORY



- Cheeses are judged based on their own merit and not compared to others in the same category.
- You do not need to worry about entering your cheese into the wrong category. We will make sure it is moved to the correct category.
- Categories are intended for operational purposes only and organisers reserve the right to move your cheese into a different category for operational purposes. This will not affect your results or chance of being awarded.
- Please note, you can only enter your cheese in one category.
- However, it is permitted to enter the same cheese more than once, provided the age profiles are different, e.g. Parmigiano Reggiano 24 months and Parmigiano Reggiano 36 months.
- Where relevant, age profile refers to maturation at the time of judging.

ENTRY CATEGORIES

Published June 2023

Please note:
You can only enter your cheese in one category. However it is permitted to enter the same cheese more than once, provided the age profiles are different, e.g. Parmigiano Reggiano 24 months and Parmigiano Reggiano 36 months. Cheeses are judged based on their own merit and not compared to others in the same category. Categories are intended for operational purposes only and organisers reserve the right to move your cheese into a different category for operational purposes. This will not affect your results or chance of being awarded. Where relevant, age profile refers to maturation at the time of judging.

GOATS' MILK CHEESE	5234 Parmigiano Reggiano PDO (30-39 months)	5410 Soft blue cows' milk cheese
5001 Soft goats' milk cheese (fresh)	5235 Parmigiano Reggiano PDO (40+ months)	5411 Semi-hard blue cows' milk cheese
5002 Soft goats' milk cheese (mould-ripened)	5236 Grana Padano PDO (< 18 months)	5412 Hard blue cows' milk cheese
5003 Semi-hard goats' milk cheese	5237 Grana Padano PDO (18+ months)	5413 Blue Siltton PDO
5004 Hard goats' milk cheese	5238 Provolone PDO	5414 White Siltton PDO
5005 Goats' milk cheese with additives	5240 Emmentaler	5415 Siltton with additives
5006 Blue goats' milk cheese	5243 Gruyère AOP (< 9 months)	5603 Processed cows' milk cheese
5007 Smoked goats' milk cheese	5243 Gruyère AOP (> 9 months)	5605 Hard pressed or repressed cows' milk cheese with additives
5010 Soft washed-rind goats' milk cheese	5245 Gouda (< 9 months)	5608 Soft or unpressed cows' milk cheese with additives
5011 Semi-hard washed-rind goats' milk cheese	5246 Gouda (> 9 months)	5611 Fresh cows' milk cheese with additives
5012 Hard washed-rind goats' milk cheese	5247 Semi-hard cows' milk cheese	
EWES' MILK CHEESE	5248 Hard cows' milk cheese	MIXED MILK CHEESES
5101 Soft ewes' milk cheese	5250 Smoked cows' milk cheese	5801 Cheese made with the milk of more than one animal
5102 Semi-hard ewes' milk cheese	5253 Comté PDO (< 9 months)	5815 Feta PDO (ewes' milk or goat & ewes' milk)
5103 Hard ewes' milk cheese	5254 Comté PDO (> 9 months)	
5104 Smoked ewes' milk cheese	5260 Mild block Cheddar	BUFFALO MILK CHEESE
5105 Ewes' milk cheese with additives	5261 Medium block Cheddar	5701 Mozzarella di Bufala
5106 Blue ewes' milk cheese	5262 Mature block Cheddar	5702 Soft buffalo milk cheese (fresh)
5107 Manchego PDO	5263 Extra-mature block Cheddar	5703 Soft buffalo milk cheese (mould-ripened)
5109 Gjakob PDO	5264 Mild traditional (shape) Cheddar	5704 Semi-hard buffalo milk cheese
5110 Pecorino PDO	5265 Medium traditional (shape) Cheddar	5705 Hard buffalo milk cheese
5113 Soft washed-rind ewes' milk cheese	5266 Mature traditional (shape) Cheddar	5706 Buffalo milk cheese with additives
5114 Semi-hard washed-rind ewes' milk cheese	5267 Extra-mature traditional (shape) Cheddar	5707 Blue buffalo milk cheese
5115 Hard washed-rind ewes' milk cheese	5302 Soft cows' milk cheese (fresh)	
COWS' MILK CHEESE	5306 Mozzarella (cows' milk)	
5225 Double Gloucester	5309 Brie (de Meux or de Melun PDO)	
5226 Leicester	5311 Camembert de Normandie PDO	
5227 Caspilly	5319 Burrata (cows' milk)	
5228 Lancashire (all varieties)	5320 Soft washed-rind cows' milk cheese	
5230 Wensleydale	5321 Semi-hard washed-rind cows' milk cheese	
5231 Cheshire	5322 Hard washed-rind cows' milk cheese	
5232 Parmigiano Reggiano PDO (18-23 months)	5323 Soft cows' milk cheese (mould-ripened)	
5233 Parmigiano Reggiano PDO (24-29 months)	5405 Gorgonzola PDO	

IMPORTANT NOTE:
Cheeses that are produced in a 'style' of should not be entered into PDO or AOP categories and should instead be entered into the general category most closely related to the type of cheese, e.g. soft cows' milk cheese (fresh).

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CATEGORIES LIST

HEALTH CERTIFICATE & COMMERCIAL INVOICE TEMPLATES



14

Health certificate for import of cheese samples from countries listed in annex XVIII of Commission Implementing Regulation (EU) 2021/404¹ participating at the World Cheese Awards 2025 in Switzerland

Part I: Details of dispatched consignment	I.1. Producer/Manufacturer* Name Address Phone	I.2. I.3. I.4.
	I.5. Consignee/Importer* Name Switzerland Cheese Marketing AG Address Laubeggstrasse 65, 3006 Bern Phone +41 31 385 26 26	I.6. Consignor/Exporter* Name Address Phone
	I.7. Country of origin* ISO Code	I.8. Country of destination Switzerland ISO Code CH
	I.9. Consolidation point* Name Address	I.10. Place of destination* Name World Cheese Awards c/o BERNEXP0 AG Address Mingerstrasse 6, CH-3000 Bern 22
	I.11.	I.12.
	I.13.	I.14. Entry border control post* Geneva Airport <input type="checkbox"/> Zurich Airport <input type="checkbox"/>
	I.15. Transport conditions* Chilled	I.16.
	I.17.	I.18.
	I.19.	I.20.

¹ Commission Implementing Regulation (EU) 2021/404 of 24 March 2021 laying down the lists of third countries, territories or zones thereof from which the entry into the Union of animals, germinal products and products of animal origin is permitted in accordance with Regulation (EU) 2016/429 of the European Parliament and of the Council

Swiss Approved form No. 2025-02-WCA-Annex XVIII

Nome da Empresa
(insira o nome da empresa)

PROFORMA

Endereço da Empresa
(insira o endereço da empresa)

PROFORMA # (insira o número da fatura pró-forma. (eg. 1)
DATE insira a data da fatura

RECEIVER

World Cheese Awards c/o Switzerland Cheese Marketing AG
BERNEXP0 AG
Mingerstrasse 6
CH-3000
Bern 22

DELIVERY ADDRESS

Galeria do Queijo Com. Prods.
Alim. Ltda
(World Cheese Awards)
Rua General Chagas Santos, 815
box 6
São Paulo - SP
CEP 04146-051
Brazil

At: Falco Araujo
+55 11 2639-9206
E-Mail:
falco@galeriadoqueijo.com.br

Description	HS/CN-code	Quantity	Gross weight in kg	Net weight kg	Price
insira a espécie/tipo/nome e a fonte do leite (ex: vaca, ovelha), além do país de origem.					insira um valor nominal baixo
TOTAL					

[NAME AND SIGNATURE HERE]

COMMERCIAL VALUE - THESE GOODS ARE INTENDED FOR DISPLAY AND SAMPLE PURPOSES ONLY AND ARE NOT FOR RESALE OR COMMERCIAL USE.



INELIGIBLE COUNTRIES & RAW MILK

The host country of WCA determines the import legislation for entries each year. This year, we are **NOT** permitted to accept entries from the following countries:

Bangladesh
Barbados
Ecuador

Georgia
Peru
Russia

Taiwan
Venezuela

We are **NOT** permitted to accept raw milk entries from Annex 18 countries.

WORLD CHEESE AWARDS 2025: CONSOLIDATION POINTS

Please do not send any cheeses until you receive your delivery instructions & labels.

You will be allocated a consolidation point closest to your company address, unless import restrictions require the delivery to be made direct to Switzerland. Full delivery addresses and instructions will be sent after the entry deadline closes.

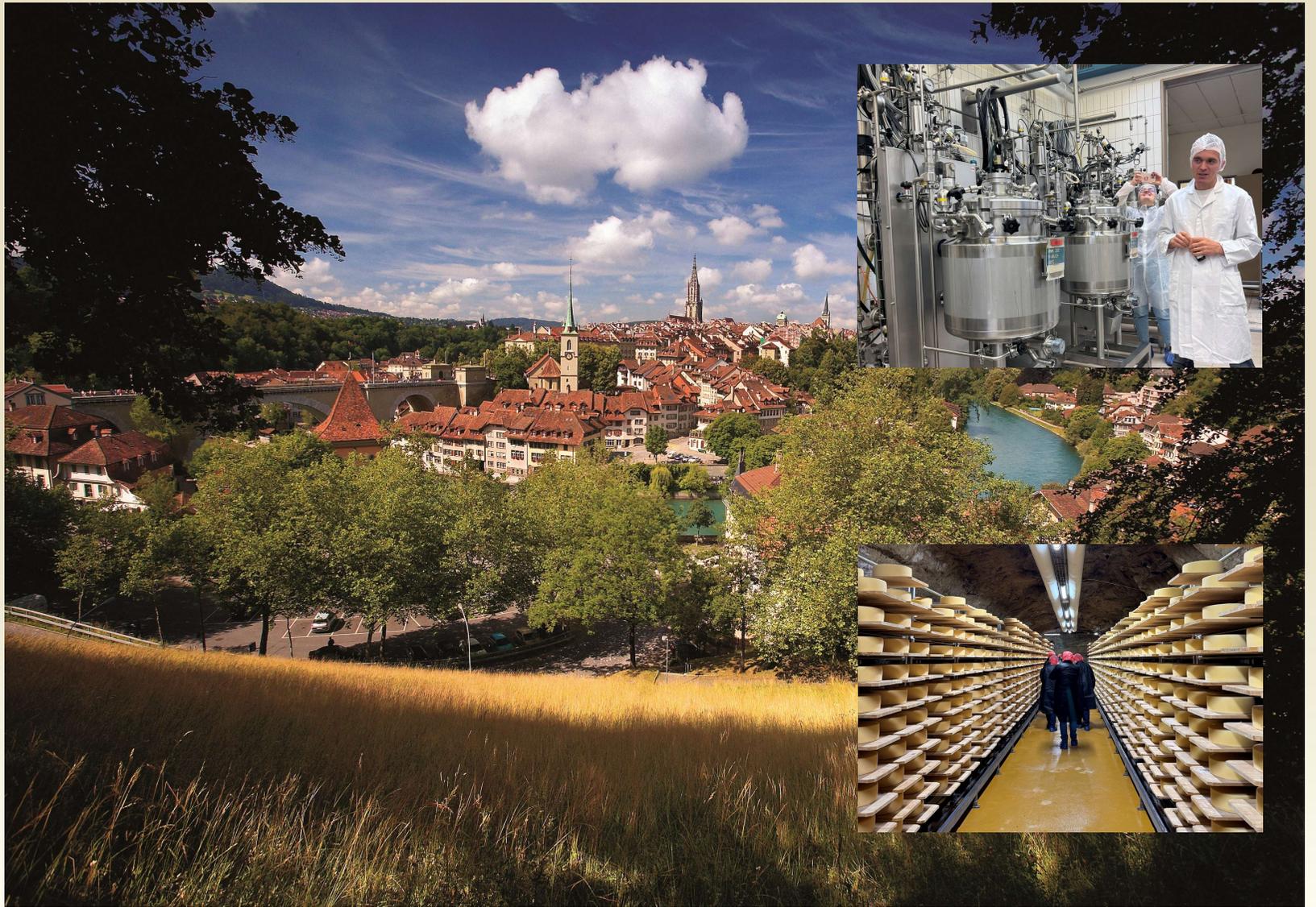
Entries from Europe are advised to send between 500g – 2kg per cheese. Entries from outside Europe (Rest of World) are advised to send up to 500g per cheese. It is permitted to send an entire cheese if it needs to be staged whole.



Consolidation points as of 5 June 2025. The organisers reserve the right to make amends to these locations as operationally required. Full consolidation details will be available in Summer 2025.

JUDGES' TOURS

The host country can organise cheese industry tours for judges, journalists and influencers to raise the profile of local cheesemakers.



ABOUT THE ORGANISERS

World Cheese awards is organised by the Guild of Fine Food, which exists to support, protect, represent, and raise awareness of all good independent food and drink businesses, at a local, national, international, and governmental level.

A publisher, events and awards organiser, membership organisation and training provider, our network of activities is designed to promote excellence and build closer links between producers and retailers. Publishers of *Fine Food Digest*, the industry voice for independent food & drink retailers, we also organise a second internationally-recognised accreditation scheme: Great Taste, which is recognised across the world as a sign of well-made food & drink.

Guild of Fine Food is made up of a small UK-based team, spread between Gillingham (Dorset) and London. **We're proud to interact with food & drink producers, independent retailers and lovers of good food from all around the world.**

gff.co.uk | [@guildoffinefood](https://www.instagram.com/guildoffinefood) |     



WITH THANKS TO OUR 2025 INDUSTRY SPONSORS & SUPPORTERS:

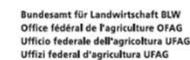
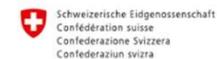
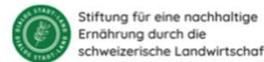
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PRINCIPAL PARTNERS



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