

6<sup>TH</sup> EDITION  
**MONDIAL  
DU  
FROMAGE**  
ET DES PRODUITS LAITIERS

**SEPT 10, 11 & 12 2023**

**PARC EXPO  
TOURS LOIRE VALLEY**

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## REGULATION INTERNATIONAL CONTEST OF THE BEST CHEESEMONGER 2023

### **PREAMBLE :**

*The competition seeks to give everyone as fair a chance as possible – both to win it and to take part in it. It is open to all – retail cheesemongers, restaurant cheesemongers and anyone active in the dairy products sector, as well as to producers/processors.*

*The tests involved will focus on professional know-how, cheese-making technologies, knowledge of cheeses and dairy products, the Cheesemonger's Art, his ability to select and highlight his products, and to promote and uphold cheeses, dairy products and the various professions exercised in the cheese-production sector.*

### **Article 1 : Objet**

As part of the programme for the **International Cheese Tours** trade fair to be held from 10<sup>th</sup> to 12<sup>th</sup> September 2023 at the Exhibition center of Tours, Rue Désiré Lecomte - 37000 Tours, the “**World Contest of the Best Cheesemonger 2023**” is set to take place on Monday 11<sup>th</sup> September 2023.

### **Article 2 : Organiser**

*The World Contest of the Best Cheesemonger 2023 is organized by SAEM Tours événements, in collaboration with the Competition's Organising Committee and the support of its partners.*

#### **Organising Committee Secretariat :**

SAEM Tours événements

26 boulevard Heurteloup

37000 Tours, France

E-mail : [contact@cheese-tours.com](mailto:contact@cheese-tours.com)

### **Article 3 : Jury**

The Jury will be chaired by Rodolphe LE MEUNIER, Craftsmen of France and World Champion of the Cheesemongers.

It will be composed of top cheesemongers and other international names recognized for their professional expertise.

### **Article 4 : Applications**

**A winner of the World Contest of the Best Cheesemonger cannot participate anymore.**

Candidates will be selected on the merits of the applications they submit, which must include:

## 1- For the candidates champions in a country having a national competition (Belgium, Italy, Japan, France, Spain and the United States) :

The candidates who have already won a national competition and who wish to participate in the competition, will be accepted in the order of registration (within the limits of 2 candidates by country).

- A full Curriculum Vitae and 1 photograph (jpeg 300 dpi),
- A biography,
- A photocopy of the candidate's identity card or passport,
- Measurements of the candidate (waist measurement, neck size, length of handle, size of professional jacket) to realize personalized professional jacket linked with the competition.

## 2- For the other candidates :

- A full Curriculum Vitae and 1 photograph (jpeg 300 dpi),
- A biography,
- Proof of 3 years' experience in their profession,
- A photocopy of the candidate's identity card or passport,
- Presentation of a cheese from the candidate's country, with photographs and supporting argument on quality and manufacturing of the cheese (1 page maximum),
- A photographic presentation of a tray of 10 cheeses to be served at table, created around the theme "Soil and history". The choice of cheeses must be listed and justified (one page maximum).
- A 15-line argument on the theme "Soil and history"
- Measurements of the candidate (waist measurement, neck size, length of handle, size of professional jacket) to realize personalized professional jacket linked with the competition.

Registration fees totaling 150 euros are only payable by the finalist candidates selected. Selected finalists must pay their registration fees within 30 days in order to validate their participation. No on-the-spot settlements will be accepted.

**IMPORTANT** : No candidacies can be registered unless registration fees are paid in full. Such fees are not reimbursable.

Only complete applications will be processed. They must be in English or French.

Hand-written applications will not be taken into consideration.

### **Applications should be sent to:**

- [Either by mail](#)

SAEM Tours événements  
Concours Mondial du Meilleur Fromager 2023  
26 boulevard Heurteloup – CS 24225  
37042 Tours Cedex 1, France

**before midnight on 17<sup>th</sup> february 2023**, date as per postmark.

- [Or by email](#)

[contact@cheese-tours.com](mailto:contact@cheese-tours.com)

**before midnight on 17<sup>th</sup> february 2023.**

## Article 5: Selection of participants

The Organising Committee's decision on selection of candidates will be given at the latest on 3<sup>rd</sup> march 2023. It will be final and irrevocable.

## Article 6: Timetable for tests

Competition tests will be held on Monday 11<sup>th</sup> September 2023.

Public announcement of results will be made following completion of tests.

The prize-giving ceremony will take place on Monday 11<sup>th</sup> September 2023 at the beginning of the prize-giving soiree. A briefing will be held at 4:00 p.m. on the Saturday 9<sup>th</sup> September 2023, before candidates deposit their equipment at the competition area. All candidates due to compete on the following day are obliged to attend.

## Article 7: Dress code

Black trouser and white shirt for each candidate.

The working dress will be supplied by the Organization.

## Article 8: Equipment and products

### 8-1 Equipment to be provided by the candidate before the tests:

- Personal equipment for cutting cheeses (no electrical apparatus)
- Plates and supports, depending on tests
- Equipment necessary for creation of the cheese dish
- Equipment necessary for tasting, presentation and labelling

### 8-2 Equipment to be provided by the Organisation:

- Work fixtures
- Workspace
- Boards of cutting

### 8-3 Fresh products and ingredients:

All types of ingredients, dry or liquid, apart from fresh produce are permitted and must be supplied by candidates. Candidates will have Sunday 10<sup>th</sup> September, morning to go to the Halles de Tours covered market, and will have a budget of 150 euros each for purchase of the fresh ingredients (meat, poultry, charcuterie, fruit and vegetables, fish, etc.) they will be using for the whole tests. Candidates must provide 0.5 kg of the cheese of their choice for the oral test. All other cheeses and dairy products required will be supplied by the Organisation.

## Article 9: Subjects of tests

THE FINAL TESTS ARE DIVIDED INTO 3 GROUPS

### GROUP 1

#### 1. MCQ

Candidates have 30 minutes to complete a 20-item multiple-choice questionnaire.

### GROUP 2

#### 1. BLINDFOLD TASTING

Candidates have 10 minutes to taste 4 AOP cheeses and recognize:

- Their names
- Manufacturing technology
- Type of milk
- Country of origin
- Maturing time

Cheeses to be tasted will be AOP cheeses whose manufacturing technology or manufacturing specifications make them available in candidates' countries.

## 2. CUTTING TEST

Candidates have 5 minutes to cut four 0.5 pound- pieces in different cheeses supplied by the Organisation.

Types of cheeses will be revealed at the start of the test. Candidates will use their own equipment. Only wires, lyres and knives are permitted.

## 3. ORAL TEST

Candidates have 5 minutes to present the cheese of their choice to the jury.

The cheese(s) or 0.5-kg piece will be cut up by the candidate and tasted by the Jury.

## GROUP 3

Group 3 tests will last 4 hours. Tests will be collected by the Organisation as follow :

- Tests 1 and 2 when 1 hour is up
- Tests 3 when the 2 hours are up
- Tests 4 and 5 when the 4 hours are up

### 1. CHEESE PLATE

Creating a cheese plate comprising 5 pieces of cheese (50g max per cheese) from the cheeses supplied by the Organisation, with its own plate or other support (40 cm x 40 cm maximum), decorative features, ingredients and fresh products purchased.

Types of cheeses to be used will be revealed at the start of the test.

### 2. COMBINATION OF TASTES

Creating 6 plates of cheeses, each with one piece of cheese supplied by the Organisation and an ingredient of your choice, or mixture of ingredients, fresh or otherwise, for tasting by the Jury.

Any type of presentation / tasting support to contain the ingredient may be used.

The type of plate (30 cm x 30 cm maximum) will be revealed at the start of the test.

The cheese involved will be a hard cheese : Tête de Moine AOP.

### 3. CHEESE PREPARATION

Creating a cold cheese dish with a given type of cheese supplied by the Organisation and the fresh ingredients purchased to the Halles de Tours.

The dish will be presented either whole or in portions (minimum of 6) on your own serving support (40 cm x 40 cm x 40 cm maximum).

The preparation will be tasted by the Jury.

The cheese involved will be a soft cheese : Camembert

### 4. CHEESE PLATTER

Creation of a cheese platter using cheeses and supports supplied by the Organisation.

Plates, small presentation containers and supports, ingredients and fresh products are permitted.

Theme for the platter: « Cheese in the stars »

Support (100 cm x 100 cm maximum) and cheeses will be revealed at the start of the test.

### 5. CUTTING AND PRESENTATION

Making an artistic presentation of a cheese supplied by the Organisation, on a support supplied by the Organisation (50 cm x 50 cm maximum).

The presentation must be created by cheese sculpting and cutting only.

The cheese(s) will be revealed at the start of the tests, and the weight of the cheese(s) will be 10 kg maximum.

## Article 10 : Scoring

Scoring will be out of a total of 200 marks, as follow :

- 40 marks for Group 1 tests
- 60 marks for Group 2 tests
- 100 marks for Group 3 tests

In the event of two or more candidates being tied, the winner will be decided by totals scored in the following tests:

→ MCQ + blindfold tasting + cutting

### GROUP 1 : 40 marks

2 marks for each correct answer

### GROUP 2 : 60 marks

Subject 1 / 20 marks	Subject 2 / 20 marks	Subject 3 / 20 marks
Name of cheese : 1 mark / cheese	Exact weight : 5 marks / piece	Quality of oral presentation / 10 marks
Type of milk : 1 mark / cheese	Weight +/- 10 grams : 3 marks / piece	Visual quality of the cheese / 5 marks
Maturing time : 1 mark / cheese	Weight +/-25 grams : 1 mark / piece	Organoleptic quality / 5 marks
Country of manufacture : 1 mark / cheese		
Manufacturing technology : 1 mark / cheese		

### GROUP 3 : 100 marks

Subject 1 / 20 marks	Subject 2 / 20 marks	Subject 3 / 20 marks	Subject 4 / 20 marks	Subject 5 / 20 marks
General quality and presentation / 10 marks	Presentation & originality / 5 marks	Neatness & cleanness of the creation / 5 marks	Presentation of cheese and cuts / 10 marks	Artistic quality / 10 marks
Cutting / 5 marks	Neatness & cleanness of the creation / 5 marks	Originality of the recipe / 5 marks	Originality & use of supports / 5 marks	Creation of cuts & sculptures / 10 marks
Neatness & cleanness of the creation / 5 marks	Organoleptic quality of the combination / 10 marks	Organoleptic quality of the preparation / 10 marks	Overall artistic aspect / 5 marks	

## Article 11 : Penalties

The Organisation will control and ensure compliance with competition rules. In the event of non-compliance by a candidate, 5 mark of penalty will be deducted for each fault committed. A maximum of 20 marks may be deducted from a candidate's score. Penalties will be signalled immediately and reasons for them given to the candidate concerned.

A supervisory jury will also ensure compliance with hygiene and cleanliness rules. A maximum of 50 marks may be deducted from a candidate's score without compliance of those rules.

## Article 12 : Competition and Tests Programme

### SATURDAY 9<sup>th</sup> SEPTEMBER 2023

- 04:00 p.m. : Arrival of candidates at the Exhibition Centre in Tours  
04:00 p.m. -05:00 p.m.: **Information meeting on the competition and organisation of tests**  
05:00 p.m. : End of the meeting

### SUNDAY 10<sup>th</sup> SEPTEMBER 2023

- 09:00 a.m. : Departure from the Exhibition Centre to transport candidates to the Halles de Tours to make their purchases  
09:30 a.m. -11:00 a.m.: **Purchase at Halles de Tours**  
11:00 a.m. : Candidates return to the Exhibition Centre  
07:30 p.m. : Gala at the Palais des Congrès (compulsory attendance for candidates)

### MONDAY 11<sup>th</sup> SEPTEMBER 2023

- 08:00 a.m. : Arrival of candidates. Lodges installation and workplaces preparation  
**09:00 a.m. : Start of Group 1 tests**  
09:30 a.m. : End of Group 1 tests  
**09:50 a.m. : Start of Group 2 tests**  
- 09:50 a.m.-10:00 a.m. : Blindfold tasting  
- 10:15 a.m.- 10:20 a.m. : Cutting test  
- 10:25 a.m. : Back in lodge  
- 10:30 a.m.-11:30 a.m. : Oral test  
11:30 a.m. : End of Group 2 tests  
**12:00 a.m. : Start of Group 3 tests**  
- 01:00 p.m : Collection Tests 1 & 2  
- 02:00 p.m : Collection Test 3  
04:00 p.m. : End of Group 3 tests  
05:30 p.m. : Public announcement of results and official prize-giving

## Article 13 : Awards

### 1ST PRIZE:

- 2023 International Best Cheesemonger Contest Trophy
- 2,500 Euros

### 2ND PRIZE:

- 2023 International Best Cheesemonger Contest Silver Medals
- 1,500 euros

### 3RD PRIZE:

- 2023 International Best Cheesemonger Contest Bronze Medals
- 750 euros

## Article 14 : Modification of regulations – Cancellation

The Organising Committee reserves the right to make any modifications necessitated by circumstances or force majeure. It reserves the right purely and simply to cancel the competition, in which case registration fees will be reimbursed to candidates.

Modifications to subjects or to these regulations may be made up until the 30<sup>th</sup> July 2023.

Candidates will be informed of them by email.

## Article 15 : Candidates' questions

Any questions regarding the competitions regulations or subjects must be put in writing. Replies will be sent by email to all candidates up until the 20<sup>th</sup> August 2023.

Questions should be sent to the following email address: [contact@cheese-tours.com](mailto:contact@cheese-tours.com)

## Article 16 : Disputes

The simple fact of taking part in the competition implies that candidates have accepted these regulations.

In the event of any serious dispute arising with regard to one or more of these regulations, or of a problem not covered by these regulations, an irrevocable decision will be made by the Organising Committee and the Chair of the Jury.

## Article 17 : Image rights

All participating candidates transfer their image rights, with regard to whatever medium and without geographic restriction, to the competition's organisers and partners, for use in promoting the International Best Cheesemonger Contest and the International Cheese Tours.