



## WORLD CONTEST OF THE BEST CHEESEMONGER Regulations for the tests to be held on sunday 2 june 2013 TOURS - LOIRE VALLEY

### *Preamble :*

*This contest 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: Object

As part of the programme for the **International Cheese Tours** trade fair to be held from 1 to 3 June 2013 at the Centre International de Congrès Vinci de Tours, 26 boulevard Heurteloup – CS24225 - 37042 Tours Cedex 1, France the **“World Contest of the Best Cheesemonger 2013”** is set to take place on Sunday 2 June 2013.

### ■ Article 2: Organiser

The World Contest of the Best Cheesemonger 2013 is organised 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 – CS24225  
37042 Tours Cedex 1, France  
Email : [contact@cheese-tours.com](mailto:contact@cheese-tours.com)

### ■ Article 3: Jury

The Jury will be chaired by Jean-Marie PANAZOL, Senior Civil Servant at the Department for National Education. It will be composed of top cheese-makers and other international names recognised for their professional expertise.

## Article 4: Applications

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

- A full Curriculum Vitae and 1 photograph (jpeg 300 dpi),
- 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 (1 page maximum),
- A photographic presentation of a platter of 10 cheeses created around the theme "Tastes and Colours" and designed to be served at table. The choice of cheeses must be listed and justified (1 page maximum),
- A 15-line argument on the benefits that cheese and dairy products have for growing children.

Registration fees totalling 150 euros are only payable by the 16 finalist candidates selected. Finalists will be advised of their selection in writing by the Organising Committee between the 1 and 5 March 2013, and 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:

SAEM Tours Evénements  
Concours Mondial du Meilleur Fromager 2013  
26 boulevard Heurteloup – CS24225  
37042 Tours Cedex 1, France

before midnight on 15 February 2013, date as per postmark/receipt of email.

## Article 5: Selection of participants

The Organising Committee's decision on selection of candidates will be given on 1 March 2013. It will be final and irrevocable. There will be a maximum of 16 finalists.

## Article 6: Timetable for tests

Contest tests will be held on Sunday 2 June 2013, starting at 9 a.m.

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

The prize-giving ceremony will take place on Sunday 2 June 2013 at the beginning of the official soiree.

A briefing will be held at 11 a.m. on the eve of the tests, before candidates deposit their equipment at the contest area. All candidates due to compete on the following day are obliged to attend.

## Article 7: Equipment and products

### 7-1 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

### 7-2 Equipment to be provided by the Organisation:

- Work fixtures
- Workspace

### 7-3 Fresh products and ingredients:

All types of ingredients apart from fresh produce are permitted and must be supplied by candidates. Candidates may each bring a maximum of six ingredients of their choice, with no limit on quantity.

Candidates will have Saturday afternoon 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 in Group 1 tests. Purchases must be delivered to the competition area before 6 p.m.

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 8: Subjects of tests

### THE FINAL TESTS ARE DIVIDED INTO 3 GROUPS

#### Group 1

*Group 1 tests will last 4 hours. Subjects 1 and 2 will be collected by the Organisation 1 hour after the tests start. Test 3 subject will be collected 2 hours after the tests start, and tests 4 and 5 subjects will be collected when the 4 hours are up.*

#### 1. CHEESE PLATE

Creating a cheese plate comprising 5 pieces of cheese selected from the cheeses supplied, with its own plate or other support (40 cm x 40 cm maximum), decorative features, and the 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 and an ingredient of your choice, 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 pressed cheese of some kind – to be revealed on 1 March 2013.

#### 3. CHEESE PREPARATION

Creating a cold cheese dish with a given type of cheese and the fresh ingredients purchased.

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 of some kind – to be revealed on 1 March 2013.

#### 4. CHEESE PLATTER

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

Small presentation containers, ingredients and fresh products are permitted.

Theme for the platter: "Cheese for our Children".

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

#### 5. CUTTING AND PRESENTATION

Making an artistic presentation of a cheese, 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 to be presented will be a pressed cheese of some kind. The weight (10 kg maximum) will be revealed at the start of the tests.

## Group 2

### 1. BLINDFOLD TASTING

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

- 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 0.25-gram pieces from 5 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

Candidates have 30 minutes to complete a 40-item multiple-choice questionnaire.

- 10 photos of milk-producing animals to recognise
- 10 questions on fresh products
- 10 questions on manufacturing technologies
- 10 questions on cheeses with an Appellation of Origin.

## Article 9 : Scoring

Scoring will be out of a total of 200 marks – 100 marks for Group 1 tests, 60 marks for Group 2 tests and 40 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: cutting + blindfold tasting + MCQ

### Group 1: 100 marks

Subjet 1 / 20 marks	Subjet 2 / 20 marks	Subjet 3 / 20 marks	Subjet 4 / 20 marks	Subjet 5 / 20 marks
General quality and presentation / 10 marks	Presentation and originality / 5 marks	Neatness and cleanness of the creation / 5 marks	Presentation of cheeses and cuts / 10 marks	Artistic quality / 10 marks
Cutting / 5 marks	Neatness and cleanness of the creation / 5 marks	Originality of the recipe / 5 marks	Originality and use of supports / 5 marks	Creation of cuts and sculptures / 10 marks
Neatness and 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	

## Group 2 : 60 marks

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

## Group 3: 40 marks

1 mark for each correct answer.

### Article 10: Penalties

A supervisory jury will be present to ensure compliance with hygiene and contest rules. In the event of non-compliance, 5 marks 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.

### Article 11: Contest and Tests Programme

#### Saturday 1 June:

- 11 a.m. Arrival of candidates at the Vinci International Congress Centre in Tours  
26 boulevard Heurteloup / CS24225 - 37042 Tours Cedex 1
- 11 a.m.-12 a.m. Information meeting on the contest and organisation of tests
- 1:30 p.m. Transport of candidates to the Halles de Tours to make their purchases
- 5:30 p.m. Candidates return to the Vinci International Congress Centre

#### Sunday 2 June:

- 8 a.m. Arrival of candidates
- 9 a.m. Start of Group 3 MCQ tests
- 10 a.m. Start of Group 1 tests
- 2 p.m. End of Group 1 tests
- 5 p.m. End of Group 2 tests
- 5:30-6 p.m. Public announcement of results
- 8:30 p.m. Official prize-giving soiree

## ■ Article 12: Awards

### 1st Prize:

- 2013 World Contest of the Best Cheesemonger Trophy
- 2,500 euros

### 2nd Prize:

- 2013 World Contest of the Best Cheesemonger Silver Medal
- 1,500 euros

### 3rd Prize:

- 2013 World Contest of the Best Cheesemonger Bronze Medal
- 750 euros

## ■ Article 13: 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 contest, in which case registration fees will be reimbursed to candidates.

Modifications to subjects or to these regulations may be made up until the 1 May.

Candidates will be informed of them by email.

## ■ Article 14: Candidates' questions

Any questions regarding the contests regulations or subjects must be put in writing. Replies will be sent by email to all candidates up until the 1 May.

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

## ■ Article 15: Disputes

The simple fact of taking part in the contest 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. The regulations governing the World Contest of the Best Cheesemonger 2013 will be registered with Maître Jean-Gabriel MORFOISSE, Judicial Officer at the Tours Law Court, who will be present during the notes counting and the deliberation by the Jury on 2 June 2013.

## ■ Article 16: 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 World Contest of the Best Cheesemonger and the International Cheese Tours.