

TUTTOFOOD CHEESE AWARD 2009

THE COMPETITION FOR EUROPEAN PDO AND NICHE CHEESES SPECIAL PRIZE FOR YOGURT

REGULATIONS FOR PARTICIPATION

Art. 1

General Provisions

- a. The following regulation will ensure the selection is made correctly.
- b. Participants accept the provisions of these regulations at the time of enrolment in **TUTTOFOOD CHEESE AWARD** and all legal appeals are excluded. They also accept that all the personal data will be used in the context of the selection.

Art. 2

Organising body

FMI S.p.A., the company organising the exhibition **TUTTOFOOD**, to be held in the fair district of Rho Milan from 10-13 June 2009, has announced the second edition of the **TUTTOFOOD CHEESE AWARD**, a competition for European PDO and niche cheeses, with a special category for yogurt.

Art. 3

Aims

The selection sets the following aims:

- develop awareness of European cheeses at world level;
- offer the companies interested an important shop window for the presentation to the market of dairy products which are true excellences;
- assist companies in contacting foreign buyers in Milan, increasing the efficacy of participation in the Fair;
- increasing the culture of the product, working on the development of the ability to discern between quality and surrogate products;
- let visitors live in an atmosphere which re-evokes the origins of the products and underlines the link with the country.

Art. 4

Participants

- All producers of PDO cheese and dairy specialities exhibiting at **TUTTOFOOD** can take part in the competition.
- Production conditions must conform to the health legislation of the country of origin.

Art. 5
Categories in the competition

- The competition is divided into two macro-sectors:
 - PDO (AOC) cheeses;
 - niche cheeses.
- There will be a special prize for ricottas.
- The following PDO cheeses will be allowed to enter the competition:
 - Hard bovine cheeses.
 - Soft bovine cheeses.
 - Fresh bovine cheeses.
 - Hard ovine cheeses.
 - Soft ovine cheeses.
 - Fresh ovine cheeses.
 - Hard buffalo cheeses.
 - Soft buffalo cheeses.
 - Fresh buffalo cheeses.
 - Blue-veined cheese.
 - Niche, non PDO, cheeses.
 - Yogurt.

Art. 6
Method of participation

- The enrolment application must be downloaded from the site www.tuttofood.it in the section TUTTOFOOD CHEESE AWARD, following the procedures indicated, no later than 30 April 2009.
- Participation costs € 100.00 for each product in the competition even if more than one product falls into the same goods category. The cost will be invoiced and included in the final statement.
- The participant undertakes to send the quantity requested free of charge and accept the costs of transport to the place where the competition will be held.
- Each competitor will be authorised to present a single sample of each product.

Art. 7
Consignment of samples

- Samples must only be delivered to the specially equipped area, which will be advised by mail to the address indicated at the time of enrolment, on the morning of 11 June 2009 at 9.30 a.m.
- The goods must be accompanied by the name of the producer, the date of production, the number of the cheese dairy and, for special cheeses, a brief description of the product.
- Products must be ready for tasting, i.e. at the right point of maturity.
- Participants must send the following amounts:
 - hard cheeses: maximum quantity 5 kg;
 - semi-hard cheeses: maximum quantity 3 kg;

- cheeses in small forms: at least 4 pieces in the original wrapping.
- The samples must be cut so that the external part (crust) can also be judged.
- Samples must be delivered refrigerated to prevent negative influences on their quality.
- Products not arriving by the preset term will not be accepted

Art. 8
Method of conserving the products

- All the cheeses taking part in the competition will be coded and refrigerated.
- Excess products will remain the property of the organiser.

Art. 9
Examining commission

- Examination of the samples will be carried out in such a way as to ensure the maximum impartiality of judgement.
- The international jury will consist of 5 members from each one of the following sectors:
 - Production;
 - Commerce;
 - Gastronomy;
 - Consumers;
 - Media.
- Cheese samples subjected to judgement will only have a distinctive number in order to ensure anonymity. To ensure the competition is carried out in a regular manner, numbering will be made by the organising body.
- The jury will assess the samples of cheese allowed to enter the competition on the basis of the sensorial analysis card provided for the purpose.
- The following judgements will be expressed for each product:
 - Visual judgement: from 1 to 10 points
 - Flavour: from 1 to 10 points
 - Perfume: from 1 to 10 points
 - Packaging: from 1 to 10 points
- Each examiner will assess each sample individually and with a separate card.
- The examiners and organisers undertake to treat all the competition data in a confidential manner.

Art. 10
Result of the assessment

The jury's decision is final. In order to protect the prestige of the companies taking part, the points assigned to each sample will not be made public.

Art. 11
Prizes

- The prize will be awarded to the 3 best competitors in each category.
- The prizes for the competition for the first, second and third in each category will consist, respectively, of the **TUTTOFOOD** quality brand in gold, silver and bronze.
- The award ceremony will be held officially and with international authorities in attendance.
- The winners will have the right to use the logo **TUTTOFOOD** on their product for two years, i.e., until the edition of **TUTTOFOOD** 2011.
- The winners will be given the **TUTTOFOOD** 2009 logo in digital format so that it can be used on packaging and for the advertising of the product.
- The Italian and foreign press will be invited to the event.