



CHEESE MATTERS

NEW ZEALAND SPECIALIST CHEESEMAKERS ASSOCIATION INC.
www.nzscas.org.nz • www.cheeselovers.co.nz • www.cheesefest.co.nz

Hi everyone,

It's hard to believe that four months have already flown by since our annual awards, but work is already advanced behind the scenes to make 2011 another outstanding year for the promotion of NZ Cheese. In this latest issue of *Cheese Matters*, you'll find latest news and updates on our progress to date.



Beyond our own national awards for cheesemaking excellence, it's also heartening to see the success of our NZSCA members in international competitions. Congratulations to Sue Arthur at Over the Moon and the team at Fonterra (Edendale, Lichfield and Eltham) for achieving spectacular wins at World Champion Cheese contest Wisconsin in late

March. It's further testimony to the quality of NZ cheese and the innovation of our cheesemakers on the world stage.

Dates for the next year's *Cuisine* Champions of Cheese Awards are all confirmed so don't forget to note these in your diaries now. We are delighted to return to the Langham Hotel in Auckland after such a successful collaboration earlier this year. The response of members, sponsors, the public and the media made this the obvious choice for our award venue.

It's rewarding to see so many committed sponsors re-signing for our next awards. We are particularly delighted to have the ongoing support of *Cuisine* magazine as our head sponsor for the next two years. Their involvement lends credibility, prestige and connections amongst the food service industry and the public at large.

Please keep us informed of all your cheese news and success so we can share that with cheese lovers around the country through this newsletter and the cheeselovers website.

Best

Vikki Lee Goode
Award Organiser

**CUISINE NZ CHAMPIONS
OF CHEESE AWARDS**

ECOLAB®

Ecolab continues its long and loyal support of the *Cuisine* NZ Champions of Cheese Awards. Used by many NZSCA members, Ecolab has a number of tailored new programmes and products to improve the lot of New Zealand's cheese makers in the areas of food safety and security, operational efficiency and sustainability.

Ecolab has a dedicated New Zealand team, which brings programmes to the industry that can help reduce the use of water, energy and waste for specialty cheese makers – for a more sustainable New Zealand cheese industry.

It also has programmes that will give cheese makers back some operational efficiency, freeing up more time for the important business of making cheese. Amongst these are hot surface treatment programmes that help to shorten the cleaning process, allowing additional production time to make more cheese.

Ecolab also has a new total hygiene management programme that takes care of the cleaning and sanitation component of cheese makers' quality and food safety management systems.

Ecolab, the world's leading provider of cleaning, food safety and health protection products and services, is happy to talk to individuals about products and programmes to meet their needs. Call our customer service centre in Hamilton on 07 958 2319 and ask to speak to your local Ecolab food and beverage territory manager.

NZSCA Subscriptions

A number of NZSCA annual subscriptions are still outstanding. It's your association and needs your financial support to operate. If you haven't paid, please do so now.



Key Dates for 2011

Judging Sunday 27 February 2011 | at The Langham Hotel 8am - 4.30pm

NZSCA AGM Tuesday 1 March 2011 | at The Langham 1.30pm

Cuisine NZ Champions of Cheese Gala Dinner
Tuesday 1 March 2011 | at The Langham 6.30pm

The **Gala Dinner** is a glittering occasion for the New Zealand cheese industry and their valued sponsors to celebrate the best in cheese. The 2011 Award winners will be announced at this event.

CheeseFest Wednesday 2 March 2011 | Doors open 5pm - 8pm.



Membership signs

The stainless steel membership signs have been distributed to all current members. Remember to use these creatively in retail situations. If you require additional signs, please email Dianne Kenderdine at dianne@foodstyling.co.nz

Did you know?

- The terms "**Big Wheel**" and "**Big Cheese**" originally referred to those who were wealthy enough to purchase a whole wheel of cheese.
- Fifteen European **raw milk cheeses** have been cleared for entry into New Zealand for the first time. Le Marché Français, Wellington's French market and café, has some sampling quantities of the following cheeses, amongst others: Bleu D'auvergne, Brie de Meaux, Chabichou du Poitou, Manchego, Reblochon, Tomme de Chevre and Valtaleggio.
- Cheddar, Cheshire and Leicester cheeses have been coloured with annatto seed for over 200 years. **Carrot juice** and **marigold petals** have also been used to colour cheeses. Colouring may have originally been added to cheese made with winter milk from cows eating hay to match the orange hue (from vitamin A) of cheeses made with milk from cows fed on green plants.
- **Cheese Rolls** have long been a delicacy in the South Island. Also called Cheese Roll ups, they're unashamedly humble, though tasty, fare. Grated tasty cheese is melded with milk, egg, vinegar, mustard, pepper and sugar and then spread over white bread roll up and baked in a medium oven for 15 minutes. The humble cheese roll has been a popular snack in tearooms, cafés and milk bars at the Southern end of the country for more than 60 years. Cheese Rolls are a competitive business and the winner of the New Zealand International Science Festival 'ultimate' southern cheese roll competition for this year was Joy Jones of South Dunedin. Eighty-one entries were received by cheese roll lovers from Invercargill to Christchurch and scrutinised by an expert panel of judges. Professor Phil Bremer and his team in the Food Science Department at the University of Otago judged the winning cheese rolls on appearance, flavour, texture and nutrition. (www.scoop.co.nz)

Sponsorships Cuisine

The *Cuisine* NZ Champions of Cheese Awards, now well established and supported, celebrate the best and the brightest of New Zealand's cheesemakers. Prestigious foodies' bible, *Cuisine* magazine, has reaffirmed its commitment to the Awards by renewing its contract with the NZSCA. We're very grateful to Fairfax magazines and the *Cuisine* title for continuing to support us so ably.

Two sponsorship categories available for 2011

There is already a high level of interest in sponsorships for the ever-expanding *Cuisine* NZ Champions of Cheese Awards. Only two categories are available for sponsorship at next year's Awards: the Champion Washed Rind Cheese category and the Champion Cheese Packaging title. The strong return of return sponsors is a ringing endorsement of the growing importance of the Awards. With the Awards in their eighth year, 2011 is shaping up as be biggest and best yet.

Once a year the cheesemakers of New Zealand carefully select their best cheeses and send them to Auckland for the judging of the *Cuisine* NZ Champions of Cheese Awards. This is a much anticipated event where an expert team of judges will professionally assess cheese and then honour the very best.

For sponsorship enquiries, please contact Tony Goode of Goode PR, Auckland on +64 9 480 9948 or 021 688 899 or email tony@goodepr.co.nz

Planning for the 2011 *Cuisine* NZ Champions of Cheese Awards is well advanced. We already have tables booked for the Gala Dinner and pages of advertising booked for the 2011 NZSCA Cheese booklet. It is anticipated that the booklet, which was inserted into *Cuisine* magazine, will double in size for 2011 from this year. Do begin planning for 2011 now, if you are participating in CheeseFest and would like to advertise in the Cheese booklet.



Goodman Fielder – We're delighted to announce a brand new sponsor to the *Cuisine* NZ Champions of Cheese awards, Goodman Fielder. Goodman Fielder has been part of daily life for a century and generations of New Zealanders have grown up with its brands in their pantry and kitchen. It's a company that also knows cheese, with its Puhoi Valley brand well-represented at the annual *Cuisine* NZ Champions of Cheese Awards. The company is the largest listed food company across New Zealand and Australia and will add its prestige and sheer corporate muscle to the Awards and connected events.



Monteith's CheeseFest 2011

Cheesematters is delighted to announce that Monteith's Brewing Company is the new naming rights sponsor of our annual CheeseFest. The boutique brewer is also sponsoring the Champion Sheep Cheese Award. We anticipate that the support of Monteith's promotional expertise will give a real boost to this growing and popular public event. There are some pundits globally that claim that beer is a superior match to cheese than wine and beer and cheese matching is growing in popularity. Beer is based on grain as cheese is, and some say the beverage harmonises with cheese, rather than contrasts as wine does. The current issue of the American magazine Culture has a 36 page guide to beer and cheese.

"The early bird gets the worm, but the second mouse gets the cheese."