



2010 Entry & Information Pack

Cuisine
NZ Champions of
Cheese Awards
2010



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Introduction

Congratulations on your decision to enter the 2010 Cuisine Champions of Cheese Awards.

If you make great New Zealand speciality cheese this is a great opportunity to put it up to our expert judging panel for assessment and then showcase it to the world.

Now in their seventh year, the Cuisine Champions of Cheese awards are an annual event that truly celebrate and champion the best speciality cheese in the land. They are the only national competition of their kind in New Zealand and as such, represent a unique opportunity to evaluate and benchmark cheese making excellence and the very highest of standards.

Created for the NZ cheese industry by the industry, these awards are professionally run and managed and completely independent. By entering your cheeses without any identifying marks or labelling you can be assured of this independence and expert judging.

Strong promotion of award winners and the national publicity of our cheese champions means this is a fantastic opportunity to market your cheese to trade and consumer audiences. We urge you to consider your best cheeses for judging and show the judges the diversity and scope of your cheese making through your entries.

Remember only the cheeses you enter can be considered medal winners or better still, champions! We look forward to receiving your entries in January and your cheeses in fine form in February.

Good luck!

Important Events to note

Closing date for entries and payment: Friday 22 January 2010

Closing dates for cheese to arrive:

South Island entries must be received on **Friday 26 February 2010** between 9am and 4pm

North Island entries must be received no later than **Saturday 27 February 2010** between 9am and 1pm

Delivery Location: All cheese must be delivered to:

The Langham, Liverpool Street Loading Bay, Liverpool Street, Auckland

Judging

The judging is to be held on Sunday 28 February, 2010 in The Great Room, The Langham Hotel, 83 Symonds St., Auckland 1140. This judging is by invitation only and held under controlled conditions.



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AGM

The AGM will be held the day of the Gala Dinner on Tuesday 2 March 2010 in the Greys Room at 1.30pm at The Langham Hotel. All NZSCA members welcome.

Gala Dinner Bookings

The Cuisine NZ Champions of Cheese Gala Dinner is a glittering occasion for the New Zealand Cheese industry, where winners of the awards are announced and celebrated.

The Gala Dinner will be held at The Langham Hotel, 83 Symonds Street, Auckland 1140 in The Great Room at 6.30pm on Tuesday 2 March 2010.

Tickets are \$160 each or a table of 10 for \$1600 (including GST). Tickets can be ordered by calling Goode PR 09 480 9948 or email info@goodepr.co.nz

New Venue Accommodation

All events will be held at The Langham Hotel. Accommodation is available at these special rates:

Superior Room \$185.00 plus GST per night

Executive Room \$225.00 plus GST per night

Club Room \$335.00 plus GST per night – this rate includes the use of our Club Lounge, breakfast daily in the Club Lounge, and cocktails each evening.

The above rates are GST exclusive, room only, and based on single, double, or twin share occupancy. To book go to:

https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=409629&hotelID=4442

The booking form for the Gala Dinner can be found at <http://www.nzsca.org.nz>.

CheeseFest

CheeseFest is a growing in size every year with a thousand people expected in 2010. This is your opportunity to display your cheeses promote your brand and communicate with lovers of cheese.

We invite all entrants in the 2010 *Cuisine* NZ Champions of Cheese Awards to take a complimentary stand at this event and display your award winning cheeses. If you wish to reserve a place please email tony@goodepr.co.nz Full details of the display opportunity will be provided. The NZSCA will sell cheese in addition to other related companies and the Cuisine Artisan winners.

CheeseFest 2010 will be held on Wednesday 3 March at The Langham in The Great Room from 5.00pm - 8.00pm.



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Rules of Entry 2010

1. All cheeses entered must be produced in New Zealand.
2. The closing date for entries is **Friday 22 January 2010**. Entries must be accompanied by a cheque or advice of payment by direct credit. If your company uses Purchase Order Numbers, the PO details must accompany your entry form. Bank Details are as follows:

NZSCA Inc Kiwibank Penrose Branch
Account Number 38 9001 0453838 01

Entries without accompanying payment or Purchase Order Numbers will not be accepted.

3. a) The **Entry Fee** for members of the NZSCA is \$75 +GST and \$150 +GST for non-members.

 b) The **Entry Fee** into the Curds and Whey Champion Hobbyist Cheese category is \$30 +GST per cheese entered and this automatically enters you into the Katherine Mowbray Champion Hobbyist Cheesemaker Award. Entries in the Hobbyist category will not go forward for the 'Champion of Champions' Award.
4. Labels for your cheese entries will be sent to you when all entries have been processed. Please ensure that each cheese is labelled with the correct ID number.
5. You may enter any number of different cheeses but each cheese can only be entered into one of the classes shown (see Categories and Classes), unless you wish to enter a cheese in the EXPORT category and/or the NZ ORIGINAL category.

e.g. If you currently export Acme Tireni Cheese, a washed rind cheese, and you wish to enter it in the main Awards as well as in the Export category and/or the NZ Original Category then you would enter the cheese twice or three times on the Entry Form as shown here.

Cheese Name	Class Code	Fee
Acme Tireni	WC	\$75 +GST (NZSCA members)] or \$150 +GST (non-members)
Acme Tireni	OC	\$75 +GST (NZSCA members) or \$150 +GST (non-members)
Acme Tireni	XW	\$75 +GST (NZSCA members) or \$150 +GST (non-members)

6. Export Category

This is open to any cheese currently being exported anywhere outside New Zealand



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If you are entering a cheese in either the Export Category or the NZ Original Category, these count as a separate entry and will be displayed and judged separately.

Cheeses entered in the Export and NZ Original categories must be sent at the same time as your other cheeses

7. Disposal of cheese at the end of the competition.

All entries become the property of NZSCA. Cheese will be used for the CheeseFest event. Any left after this will be sold at the Cheese Sale, the proceeds of which will go into the NZSCA funds. Hobbyist Category entries will be displayed only.

8. It is not permitted to enter a cheese that has been bored or sampled with a cheese trier. Any such cheeses will be judged and given a complimentary score but will be ineligible for any medals or awards.

9. All producers agree not to hold the organisers responsible in the event of any accident, loss or damage from whatever cause, arising to any article or exhibit or non-delivery of the same.

10. The organisers reserve the right to cancel or alter categories/classes without notification.

11. Use of medal and award labels

Please note that in 2010 the rules and regulations regarding the use of labels has been changed.

The official Cuisine NZ Champions of Cheese Award logo and Award medal labels (gold, silver, bronze, Champion of category and Champion of Champion) design and image are the property of the NZSCA.

No person or entity has the right to reproduce this label other than the official label supplier GEON. This is a new and exclusive arrangement for 2010. All award labels must be officially sanctioned and purchased from GEON irrespective of your company print or label supply.

Further, the official artwork of the award logo and labels remain the exclusive property of the NZSCA. This artwork is only available through the association's authorised agent, Goode PR. It cannot be reproduced off existing stickers or logos or reproduced directly on pack or as part of general packaging.

Any queries relating to the use and reproduction of labels must be addressed in writing to Goode PR.

Any producer found using Cuisine NZ Champions of Cheese Awards medals on any cheese other than that which received the medal, will risk disqualification from future entry. This applies to cheeses which are renamed post awards i.e. the medal awarded applies only to the cheese named and entered into the competition.



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The price charged by the official label supplier includes a copyright fee that is paid to the NZSCA. To order email Cheryl Taylor (Client Coordinator) at GEON - Cheryl.taylor@geongroup.com

12. The following is a recommendation for the amount of cheese to be sent:

Small cheeses

A minimum of 1 kg submitted from the same production batch
All cheeses under 1kg should be entered whole and uncut

Large cheeses

Whole cheeses are preferred, but if this is not possible, the recommended minimum is 5kg

13. The **judging** will consist of two rounds -

Medals Round: where the gold, silver and bronze medals are decided by a panel of 2-3 judges.

Championship Rounds: where all the judges are given the opportunity to judge the gold and high scoring silver medal winners to decide the Category Champions and Champions of Champions and Artisan Champion.

If you are a producer of more than 25 tonnes total annual production volume, you must be able to produce (or have the capacity to produce) 500 kilos (½ tonne) of your entry per annum, for the entry to be considered for the Champion of Champions. If you produce less than 25 tonnes you will be considered for the Cuisine Champion Artisan Award.

14. On arrival all cheeses will be held in chilled storage. On the day prior to judging exhibits will be dealt with in the following manner: The cheeses will be brought to as close as 10 -12°C overnight prior to judging to be at 12 – 14°C for judging. The cheeses will be re-wrapped after their category has been judged with re-labelling of the unique entry number if necessary. The cheeses will be kept together as a category throughout their movement from storage to judging room and back to storage.

15. All cheese must be delivered to The Langham Hotel, Auckland.

South Island entries must be received on **Friday 26 February 2010** between 9am and 4pm.

North Island entries must be received no later than **Saturday 27 February 2010** between 9am and 1pm.

Send to:

Cuisine NZ Champions of Cheese Awards
The Langham Hotel, Liverpool Street Loading Bay, Auckland
Attention : Dianne Kenderdine Mob. 0274 717 233

No identifying packaging, marks or labelling may be visible on the cheese when it arrives for the judging. Plastic containers must be plain



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Failure to comply may result in disqualification.

Please fill in all details where applicable. Tick each box if yes and leave blank if your answer is no or not applicable to the cheese.

Please complete a New Cheese Form for any cheese not previously entered in the Cuisine Champions of Cheese Awards. Please use the official form, not a form of your own.

New Cheese Form

Cheese Name

Category

Class Code

Type of milk (please tick) Cow Goat Sheep Buffalo

Breed (please specify type of Cow, Goat, Sheep, or Buffalo)

Do you export this cheese? Is it Organic?

Type of rind Waxed Clothbound Natural Other

Weight of whole cheese Shape Fat content %

Fat in dry matter% Moisture content%

Age when ripe Type of coagulant

Animal rennet Non animal Specify

Added ingredients (eg chives, annatto)

Unique characteristics (eg washed in wine, from own herd etc)

Entrants Details

Company



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Contact name

Cheese maker's name 1

Cheese maker's name 2

Cheese maker's name 3

Cheese maker's name 4

Cheese maker's name 5

Cheese maker's name 6

Address

Phone

Fax

Email

Annual Total Volume of all Cheese Produced:

Less than 25 tonnes []

More than 25 tonnes []

If more than 25 tonnes production please note entry rules #13 re capability to produce

** Please note that this information is essential to be considered for supreme trophies of Champion of Champions and Champion Artisan*

<p>Please send completed forms to:</p>	<p>Cheques payable to:</p>
<p>Cuisine NZ Champions of Cheese Awards PO Box 12092 Penrose Auckland 1642</p>	<p>New Zealand Specialist Cheesemakers Association Inc</p>
<p>Or</p>	<p>Or</p>
<p>Email: nzsca@foodstyling.co.nz</p>	<p>Direct Credit NZSCA Inc, Kiwibank Penrose</p>
	<p>Account Number 38 9001 0453838 01</p>



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CATEGORIES	CLASS	CLASS#	
A. Fresh Un-ripened Cheese [Can be in brine or wrapped but not in oil]	Cottage Cheese	AA	
	Crème Fraiche	AB	
	Open Class – Cow's milk	AC	
	Mascarpone	AD	
	Open Class – Ewe's Milk	AE	
	Open Class – Goat's Milk	AG	
	Cream Cheese	AH	
	Mozzarella – Fresh in Brine	AM	
	Pasta Filata Style – Mozzarella, Scarmorze	AP	
	Ricotta	AR	
	B. Blue Veined Cheese	Natural Rind Blue – Cow's Milk	BA
		White Mould Rind – Cow's Milk	BB
		Blue Cheese – Added Cream	BC
Natural Rind Blue Cheese – Ewe's Milk		BD	
White Mould Rind Blue – Ewe's milk		BE	
Natural Rind Blue Cheese – Goat's Milk		BF	
White Mould Rind Blue - Goat's Milk		BG	
C. Cheddar Cheese	Mild Cheddars aged less than 6 months	CA	
	Cow's Milk Cheddars aged less than 12 months	CB	
	Goat's Milk Cheddars aged less than 12 months	CC	
	Ewe's Milk Cheddar aged less than 12 months	CD	
	Cheddars aged up to 19 months	CE	
	Cheddars aged up to 25 months	CG	
	Cheddars aged between 26 and 36 months	CH	
	Mature Cheddars aged over 37 months	CM	
D. NZ made Cheeses – Dutch	Gouda cheese aged over 9 months	DA	
	Edam Cheese aged over 9 months	DB	
	Open Class – All Milks	DC	
	Edam Cheese – Cow's Milk	DE	
	Gouda Cheese – Cow's Milk	DG	
	Flavour Added Dutch Style Cheese includes Leyden	DF	
E. NZ Made Cheeses – European [Exempt:- White Mould Soft Ripened, Blue, Washed Rind Cheeses]	American Style – Colby, Monterey Jack etc	EA	
	British Style – Cheshire, territorials	EB	
	Danish Style – Havarti, Gjetost etc	ED	
	French Style – Port Salut, Monastery Cheeses, Comte Gruyere, Beaufort, Tomme de Savoie, Reblochon etc	EF	
	Grana Style – Parmesan, Aged Asagio, Montaso	EG	



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CATEGORIES	CLASS	CLASS#
	Halloumi –all milks	EH
	Swiss style – Raclette, Emmental, Sbrinz, Appenzeller, Gruyere etc	ES
F. Feta Cheese	Feta – Cow's Milk	FC
	Feta – Ewe's Milk	FE
	Feta – Goat's Milk	FG
	Feta – made by ultra-filtration	FU
G. Goat Cheese [Exempt: All Feta, Blue Cheeses]	All Fresh Goat cheeses – all shapes; all cheeses aged up to 10 weeks	GA
	Mature, aged Goat cheeses – all cheeses over 10 weeks	GM
H. Ewe Milk Cheese	All Fresh Ewe's Milk Cheese	HA
	All aged Ewe's Milk Cheese – Romano, Pecorino, Manchego styles	HM
I J K. Flavour Added Cheeses /	Open Class for all Smoked Cow's Milk Cheese	IA
Including flavour added fetas	Open Class for all Smoked Ewe's Milk Cheese	IE
	Open Class for all Smoked Goat's Milk Cheese	IG
	Open Class for all flavour added Soft White Rind Ripened Cheese	KS
	Open Class for all flavour added Fresh Un-ripened Cheese	KU
	Italian Style Smoked Cheese –Scamorza, Mozzarella etc	IM
	Cow's Milk Cheese marinated in oil	JC
	Goat's Milk Cheese marinated in oil	JG
	Ewe's Milk Cheese marinated in oil	JE
	Cow's Milk Cheese flavoured with herbs & garlic	KD
	Cheeses flavoured with peppercorns & seeds	KA
	Cheeses flavoured with capsicums, chili peppers and garlic	KB
	Cheeses flavoured with herbs, flowers. Fruits	KC
	Open Class for all flavoured Ewe's Milk Cheese	KE
	Feta with flavour added – All Milks	KF
	Open Class for all flavoured Goat's Milk Cheese	KG
N. New Cheese	New Unripened Fresh	NA
	New Blue	NB
	New Cheddar	NC
	New Cheddar over 13 months	ND
	New Ewe's Milk Cheese	NE
	New Goat's Milk Cheese	NG



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	New Soft Ripened Cheese - [White Mould Rind]	NW
	New Flavoured Cheese – all milks	NF
O. Original New Zealand Cheese	Original Fresh Unripened Cheese	OA
CATEGORIES	CLASS	CLASS#
	Original Blue Style	OB
	Original Cow's Milk Cheese	OC
	Original Ewe's Milk Cheese	OE
	Original Goat's Milk Cheese	OG
	Original Cheese with Added Flavours	OK
	Original Soft Ripened Cheese [White Mould Rind]	OS
	Original Washed Rind Cheese	OW
S. Soft Ripened Cheese: White Mould Rind Excl Soft Ripened Blue Cheese	Open Class – Cow's milk	SA
	Brie Style – Cow's Milk	SB
	Camembert style – Cow's Milk	SC
	Open Class for cream added cheeses	SD
	Open Class for Ewe's Milk Cheeses	SE
	Open Class for Goat's Milk Cheese	SG
W. Washed Rind Cheese	Washed Rind Cheese – Cow's Milk	WC
	Washed Rind Cheese – Ewe's Milk	WE
	Washed Rind Cheese – Goat's Milk	WG
E. Export Cheeses [Cheeses made for export]	Fresh Unripened	XA
	Blue Styles	XB
	Cheddar Styles	XC
	Dutch Styles	XD
	European Styles	XE
	Feta Styles	XF
	Goat's Milk Cheese	XG
	Ewe's Milk Cheese	XH
	Flavour Added Cheese	XK
	NZ Original Cheese	XO
	Soft Ripened – White Mould Rind Cheese	XS
	Washed Rind Cheese	XW



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DEFINITIONS

A. Fresh Unripened Cheese

Prepared for consumption without the flavour enhancement of ripening or curing. Usually not brined or washed and not stored at specific humidity or temperatures for the purpose of added flavour or character development. Fresh cheese ranging between mild to high acidity, eg. Fromage Frais, Quark.

B. Blue Cheese

- Mild blue cheeses inoculated with *Penicillium Roqueforti* or *Penicillium Glaucum* and finished with a coating of *Penicillium Candidum*.
- Brined, Brushed, Pressed or Natural Rinded cheeses that display interior veining achieved through inoculation with *Penicillium Roqueforti* or *Penicillium Glaucum*, natural curing, and/or cave-ripening methods.

C. Cheddar Cheese

Cheeses that are traditionally milled and “Cheddared” to achieve correct Cheddar acidity, moisture and texture or stirred curd cheddar which is unable to be separated from the original.

D. Dutch Style Cheeses

Entries that generally follow the original recipe for those cheeses internationally recognized as originating from Holland and the Netherlands: Edam, Gouda, Leyden, Maasdammer, Leerdammer, Borenkaas, Parrano, Processed Smoked Gouda etc.

E. European style Cheeses

Entries that generally follow the original recipes for those cheeses internationally recognized as originating from Old World/European countries.

Exempt: Feta, Dutch styles, Cheddars, Blue Veined, Fresh Unripened, Soft Ripened/White Mould and Washed Rind Cheeses.



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F. Feta Style Cheese

Fresh cheeses prepared for consumption with flavour enhancement through minimal curing / ripening and brining. Mild to high acidity, flavour range and soft to crumbly textures.

G. Goat Milk Cheese

Cheeses made from Goat Milk only

H. Ewe Milk Cheese

Cheeses made from Ewe Milk only.

IJK. Flavour Added Cheese

Cheeses with flavouring ingredients added, eg. nuts, herbs, seeds etc.

N. New Cheese

Cheeses released on the market within the past 12 months.

O. Original Cheese

This category is open to any New Zealand cheese that is:

- Of an original NZ recipe or process. Explain why or how this is unique.
- The cheese must display a particular local character or unique local quality that is distinctly New Zealand.
- The cheese must be distinguished with a **unique name**.

These three criteria above are mandatory.

A cheese must demonstrate all three criteria to be eligible for this category. Examples of New Zealand original cheese from past competitions are Egmont, Ahjette, Kikorangi, Mirandale, Arani, Sting, Mt. Hector.



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Should a situation arise whereby agreement between cheese maker and the Cuisine NZ Champions of Cheese Awards secretary cannot be reached regarding the eligibility of entry into this category, the Master Judge will be called upon to make a full and final decision.

S. Soft Ripened Cheese – White Mould Rind

Cheeses with white surface mould development from *Penicillium Candidum*. Ripening occurs from the rind toward the centre.

W. Washed Rind Cheese

Cheeses rubbed, brushed or washed in a liquid while curing. Liquid can be brine, whey, wine or spirits.

EX . Export Cheese

Limited to cheeses produced for and sold overseas.

Packaging Category

The Cuisine NZ Champions of Cheese Awards are seeking to honour excellence in Cheese Packaging. Qualities we are looking for are creativity, innovation and functionality. New Zealand cheese makers produce excellent cheese but how does this get to the consumer in excellent condition? Does your packaging attract consumers to your product?

A top-flight team of design and industry judges have been assembled to judge this very special category, at the forthcoming Cuisine NZ Champions of Cheese Awards.

To register your entry, complete and send this cut off slip along with payment of \$75 + GST for NZSCA members or \$150 + GST for non-members by 22 January 2010, along with your cheese entries. Include your packaging entry on your cheese summary form. Use Class Code P and the name of the cheese.



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Packaging Entry Form

Name of entrant / company represented

Cheese name :

Contact name:

Address

Telephone _____

Email _____

North and South Island Packaging entries must be received on Friday 26 February 2010 by 12 noon. Send to:

**Cuisine NZ Champions of Cheese Awards
The Langham Hotel, Liverpool Street Loading Bay
Liverpool Street, Auckland 1140 Attention: Di Kenderdine 0274 717 233**

You may enter the packaging of one cheese only. Entry fee is \$75 + GST for NZSCA members or \$150 + GST for non-members. Include payment or purchase order details along with your registration form to be received by NZSCA Inc. to the above address by 22 January 2010

Judging criteria will comprise packaging only. The cheese is not evaluated for marks in this category. Entries into the Champion Packaging Category will not be eligible for the *Cuisine* NZ Champion of Champions Award.