

**CONCURSO MUNDIAL DE QUEIJOS E PRODUTOS LÁCTEOS
WORLD CHEESE AND DAIRY PRODUCTS CONTEST**



**MUNDIAL DO QUEIJO DO BRASIL
São Paulo
16th of September 2022**

RULES



GENERAL ORGANISATION:

Article 1

The contest is open to all cheese producers in Brazil and abroad who transform the milk in their small, medium or big factories or ateliers.

The candidates must submit their registrations on the website <https://mundialdoqueijodobrasil.com/>. The information on the application form must be as accurate as possible. The registrations are open until the 30th May. The participants must declare the category of each cheese that will run the contest.

The registration fees for the contest are:

Fee per cheese

- R\$ 100,00 – producer who transforms the milk at his property
- R\$ 150,00 – for cheeses from dairy factories

Article 2

The organisation office of Mundial do Queijo Brasil will be composed as following:

- A Jury's President, Claude Maret
- A general contest organiser, Vanessa Alcolea
- A president for each degustation table (to be defined)

Only the general organiser and the president are authorised to resolve a dispute.

THE CATEGORIES

Article 3

The categories to be presented are:



COW'S MILK

Category 101:

Fresh cheese of enzymatic coagulation, drained or not.

Two sub-categories: with or without salt.

(Cheese minas frescal)

Category 102:

Butter in a jar or bar.

Butter in the bottle.

Category 103:

Milk cream.

Obtained by a manual or electric cream skimmer, fermented or not.

Category 104:

Lactic soft cheese and moldy rind, enriched with cream or not.

(Type brillat savarin)

Category 105:

Soft enzymatic and bloomy-rind cheese.

(Type camembert, brie and other white molds).

Category 106:

Soft washed-rind cheese.

(Type livarot, époisses).

Category 107:

Uncooked pressed cheese, not-moldy cheese.

(Type queijo minas artesanal).

Category 108:

Uncooked pressed cheese, with moldy or mixed rind.

(Type reblochon or saint-nectaire).

Category 109:

Pressed half-cooked cheese.

Type raclette.



Category 110:

Pressed cooked cheese.
Type Comté or Parmigiano.

Category 111:

Blue cheese.
Type Bleu d'Auvergne or Gorgonzola.

Category 112

Processed cheese in bar (Requeijão) and butter-cheese .

Category 113:

Cream cheese in glass and dairy preparations.

Category 114:

Fresh Pasta Filata cheese in water solution.
Type mozzarella in water solution.

Category 115:

Pasta Filata, drained and ripened cheese or not.
Type cacciocavallo or mozzarella.

Category 116:

Rennet cheese (queijo coalho).

Category 117:

Lactic cooked cheese.
Type queijo de manteiga or queijo do Marajó

GOAT'S MILK

Category 201:

Enzymatic coagulation fresh cheese (rennet), drained or not.
Two sub-categories: with or without salt.

Category 202:

Butter in a jar or bar.
Butter in the bottle.



Category 203:

Milk cream

Obtained by a manual or electric cream skimmer, fermented or not.

Category 204:

Lactic soft cheese and moldy rind, enriched with cream or not.

Category 205:

Soft enzymatic and bloomy-rind cheese.

Category 206:

Soft washed-rind cheese.

Category 207:

Uncooked pressed cheese.

Category 208:

Half-cooked pressed cheese

Type Raclette

Category 209:

Pressed cooked cheese

Category 210:

Blue cheese

SHEEP'S MILK

Category 301:

Soft cheese.

Category 302:

Pressed cheese.

Category 303:

Blue cheese.



BUFFALO MILK

Category 401:

Uncooked pressed cheese.

Category 402:

Half-cooked pressed cheese.

Category 403:

Cooked pressed cheese.

Category 404:

Fresh Pasta Filata cheese in water solution.

Category 405:

Pasta Filata, drained and ripened cheese.

ALL TYPES OF MILK

Category 501:

Natural yoghurts.

Aromatic yoghurts.

CHEESE SPECIALTIES AND CREATIONS

Category 502:

All kinds of aromatic cheese, regardless of the milk type or production technology. Cheese made of mixed milk types. Examples: cheese with sweets, herbs, coffee. The contestants respond to the origin and responsibility.

Origem e responsabilidade dos concorrentes

Article 4

The contestants of Mundial do Queijo Brasil agree that they are responsible for the given information and sanitary veracity of their cheese.

They must, in the moment they submit their registration, include the number of the certificate of inspection of their establishment, whether City, State, Federal or foreign.



Article 5

Any false declaration will result in immediate exclusion from the contest.

Article 6

The registrations will be open until the 20th of August 2022. The registered products must be delivered in a predetermined address in São Paulo city, either personally or by a carrier/post, from the 10th of September of 2022 until the 15th of September of 2022 until 12 noon. The exact place will be determined and informed beforehand to the producers. It is not allowed to deliver the products directly in the Mundial or after the limit date/hour mentioned above.

All products will be stored in a cold chamber until the day of the contest and will be transported in a vehicle with a refrigeration system.

The cheese sent to the contest will be part of the big table of the Mundial, disposed for the participants of the Gala Ball and will be donated to the Social Project “O Pão do Povo da Rua / SP”.

CONSTITUTION OF THE JURY, RESPONSIBILITIES AND COMPATIBILITIES

Article 7

Each evaluation table has a maximum of 20 cheeses which will be evaluated by 2 or 3 judges and the table will be under the responsibility of the table president. Categories with few products may be arranged in the same group.

The table presidents will be assigned by the Contest General Organiser, as well as the table composition.

The jury of each table will determine the classification of the contestants' products.

Each producer will receive a filling sheet with the given grades to each cheese (aspect, texture, flavor) and a brief summary of the comments of the members of the jury.

In case of absence of members of the jury, they may be replaced by someone assigned by the general organizer.

The cheeses awarded a Super Gold Medal will be judged again by the special jury, which will assign two special awards: Best Contest Cheese and Best Raw Milk Contest Cheese.



Article 8

It is not possible for a judge to evaluate his own products. The judges' list and the respective tables may be checked in a document available in the central office of "Mundial do Queijo Brasil."

Article 9

Cheeses that weigh up to 150g must be delivered in 2 pieces at least (maximum of 3 pieces).

Cheeses that weigh between 150 g and 1kg must be delivered in one piece.

Cheeses that weigh more than 5kg must be delivered in pieces.

Article 10

In the act of delivering, the cheeses must be necessarily wrapped with the "application pass" that the producer will receive after his application, in a way that the QR Code is visible, without folds and laminated. Each cheese has its own and non-transferable pass. The cheeses must be packaged in a box (polystyrene, ice box, cooler or wrapping paper) which must be identified with personal identification that will be sent by e-mail with the application passes of each individual cheese. Cheeses presented in more than one piece must be packed in a single package.

Article 11

The cheeses will be divided into categories according to article 3.

Article 12

The same cheese of the same producer is not allowed to participate twice, unless it has different characteristics of aging, form and ripening.

The contest organisation board may change a cheese from category if it is presented in a category that does not correspond to its nature.

If in a category the number of cheeses is under 3, the cheese may be allocated together with another category to be judged by a same table.

REWARDS, GROUP MARK AND PUBLICITY

Article 13

The rewards consist in certificates (Gold Medal, Silver Medal and Bronze Medal)



To win a prize, the cheese must get the minimum grades: 14 Bronze, 15 Silver and 18 Gold. Each table is free to decide if it should or not indicate a Super Gold cheese for the selection.

Article 14

Complaints regarding the classification and assignment of prizes must be written and will be received and answered by the organisation board.

Article 15

After the Contest, some cheeses may be retained for a re-evaluation by the organisation board.

Article 16

Trademark “**Mundial do Queijo Brasil**”.

Winning a medal (Super Gold, Gold, Silver, Bronze) in the contest entitles the right to use the trade mark “**Mundial do Queijo do Brasil**” in the conditions described in Article 17.

Article 17

Using the mark “**Mundial do Queijo Brasil**”:

The trademark can only be used for the prize cheese, according to its description and commercial name described in the act of the contest application.

The use of the contest logomark is allowed by printing it on the cheese package or adhesive label.

It may be used until the next contest.

The collective mark may be used 5 years after the prize award as long as the year of the award it mentioned.

The mentions to the contest used in commercialization of the cheese that do not respect the rules are considered fraud.

Article 18

Announcement of the results:

The general organiser of “Mundial do Queijo do Brasil” will announce the results on the website of the contest and in a visible location at Teatro B32 on the 16th of September.

The winner certificates will be sent by email. The 3 best cheeses of the contest (general) will receive the trophies on the Gala Ball on the 17th of September.

The winners will be announced in the local, regional, national and international press.



Article 19

The application in the contest results in the acceptance of the present rules. In case of severe controversy regarding one of the articles here present or in regard to any issue not clear in the rules, the decision will be taken by the contest president. The rules of “Mundial do Queijo Brasil” are registered at Registry office Ephigenia da Cruz de Paula in Ponte Nova, Minas Gerais, Brasil.