

# EXPO QUEIJO

BRASIL 2022 · ARAXÁ INTERNATIONAL CHEESE

*Producer,*

**come and participate  
in the International  
Cheese Contest in Brazil  
Expo Cheese 2022**

**POCKET GUIDE**



## **What is it, when and where will it happen?**

The International Cheese Contest is an event that aims to enhance the artisanal cheese chain from Brazil and from several producing countries, and takes place during Expo Cheese Brazil 2022 | Araxá International Cheese Awards.

The second edition of Expo Cheese Brazil Araxá International Cheese Awards will be held from June/02 to June/05, 2022, at the Tauá Grande Hotel, located in the city of Araxá, Minas Gerais – Brazil.

## **Why is this contest being held?**

Expo Cheese Brasil 2022 | Araxá International Cheese promote and enhance cheese production from different regions of the world.

The Contest expects to receive around 1.000 cheeses, that will be judge according to their attributes by a group of expert judges and the best in each category will be awarded.

## **How can I participate?**

To participate in the contest, the producer needs to pay attention to the deadlines! The inscriptions must be made until May 18, 2022 by filling out a form on the event website ([www.expoqueijobrasil.com.br](http://www.expoqueijobrasil.com.br)), from April 11, 2022. The requirement for participation is the official registration of the cheese by the health authorities of the country of origin.

## **Registration fee**

No application fee will be charged to the producer from abroad.

## Where do I deliver my cheeses after registration?

The cheeses can be sent by postal address or delivered by hand to the Organizing Committee.

1 – By postal address at the producer's expense, to the following addresses:

\* Entrepoto (Consolidation point) de Bergamo – Via Marconi 7, 24040 Lallio (Bergamo) IT

\* Entrepoto Trem Bom de Minas Comércio e Distribuição de Alimentos – Av. Sapopemba, 1553 | Vila Regente Feijó – São Paulo (SP) | CEP: 03.345-000

\* Entrepoto São Pedro – Rua Imbiara, 225 | Distrito Industrial – Araxá (MG) | CEP: 38.180-315

**Note:** The deadline for arrival of cheeses sent by postal address at the addresses above is until May 29, 2022. The Organizing Committee will be responsible for transporting the cheeses to the venue.

2 - Delivery of the cheeses in hand to the Organizing Committee will take place from May 20 to June 01, 2022, between 9 am and 4 pm, at the address below:

\* Entrepoto São Pedro - Rua Imbiara, 225 | Industrial District - Araxá (MG) | CEP: 38180-315

**ATTENTION:** The registration of identical cheeses from the same producer in the same category is not allowed.

## How will cheeses be divided/categorized in the contest?

Cheeses will be categorized by groups! Each with their own characteristics! There are four base groups, one for each dairy matrix: cow, buffalo, goat and sheep. And in sub-groups (categories) divided into cheese making technologies, which are very abundant in this beautiful dairy universe.

But do not worry. During registration, the site will categorize your cheese according to your answers, and then the Organizing Committee will review it.

### Categories:

- Lacteous Masses;
- Soft Masses;
- Uncooked Pressed Pasta;
- Semi-Cooked Masses;
- Cooked Pasta;
- Filament Masses;
- Cast;
- Innovative (spiced, immersed in drinks etc);

Category information and competition rules will be available on the website from April 11th.

## Who judges the contest?

The cheeses will be judged by a group of experts, made up of judges from around the world.

## Contest Curatorship

The competition is curated by the National Organization of Cheese Tasters (ONAF), based in Italy.

ONAF, with 30 years of experience, is the only organization in Italy that deals with the training of tasters through a codified method. The entity is a world reference in the valorization of cheeses, collaborating with the Protection Consortia of certified regions and participates in technical juries of the main world competitions.

Organizing Committee of Expo Cheese Brazil 2022





#### PARCERIA



#### REALIZAÇÃO



## Informações

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