

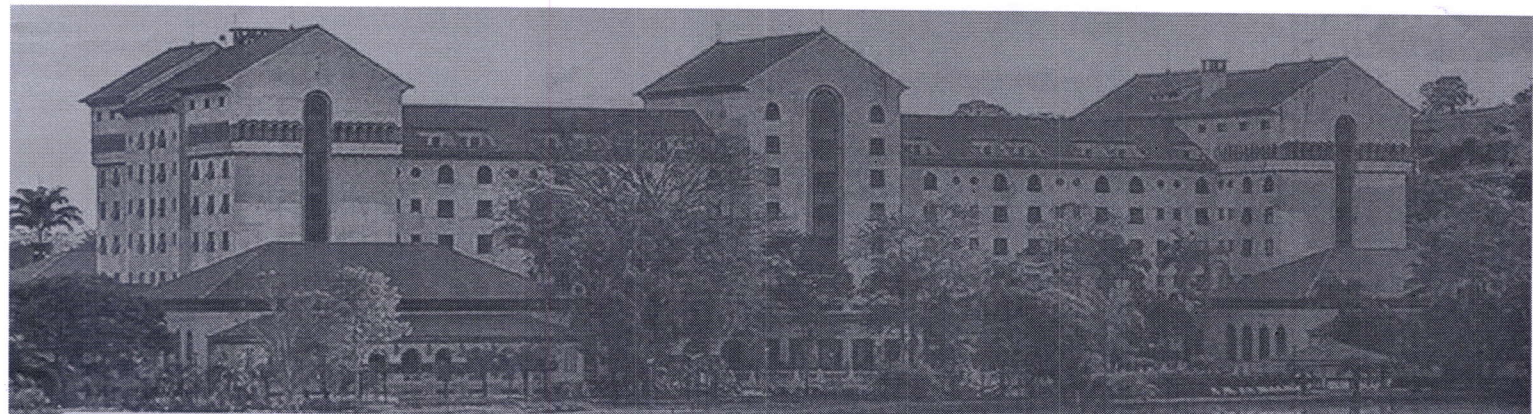
EXPO QUEIJO

BRASIL 2021 · ARAXÁ INTERNATIONAL CHEESE

Producer,

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

POCKET GUIDE



What is it, when and where will it happen?

The International Cheese Contest takes place during ExpoQueijo Brasil 2021 | Araxá International Cheese. The event will be held on November 5th and 6th, 2021, at Tauá Grande Hotel, located in the city of Araxá, Minas Gerais - Brazil.

Why is this contest being held?

ExpoQueijo Brasil 2021 | Araxá International Cheese will be held to promote and enhance cheese production from different regions of the world.

The Contest expects to receive around 800 cheeses, where a group of expert judges will judge each one according to their attributes 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 October 29, 2021 by filling out a form on the event website (www.expoqueijobrasil.com.br).

You can register by sending the completed form (attached) to Pedro Albano at the email pedro.domenghinialbano@gmail.com, and if necessary, contact him by phone +39 331 807 4020.


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.

For further information, get in touch with Whatsapp +55 (34) 99921-8585 or by email contato@expoqueijobrasil.com.br, with Denise (fluent in Portuguese and English), or with Pedro Albano at the email pedro.domenghinialbano@gmail.com, and by Whatsapp +39 331 807 4020 (fluency in Portuguese, Spanish, Italian and English).



Where do I deliver my cheeses after registration?

After registration, the cheeses can be sent via postal address, at the expense of the Producer, to the following addresses (Consolidation point):

- ☒ Entrepoto 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 the arrival of cheeses sent via postal address at the above addresses is November 1, 2021. A carrier will transport the cheeses to the event location.

It is also allowed the hand delivery of cheeses to the Organizing Committee from November 2nd to 4th, 2021, between 9 am and 4 pm, at the event local.

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

ATTENTION: The same cheeses from the same producer in the same category are not allowed.

How will cheeses be divided/categorized in the contest?

Cheeses will be categorized by families, just like us! Each with its own characteristics! There are four base families for each dairy: cow, buffalo, goat and sheep. And sub-families divided into cheese making technologies that are very abundant in this beautiful dairy universe.

But you producer doesn't have to worry. Our website will categorize your cheese according to your answers on the form.

Categories:

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

All category information is in our regulation.

Who judges the contest?

The curatorship is under the responsibility of the National Organization of Cheese Tasters (ONAF), seat in Italy.

ONAF is the only organization in Italy that handles the training of tasters using a codified method. The entity is a world reference in the valorization of cheeses and in the preservation of the "flavour", collaborating with the Protection consortiums of certified regions and participating in technical juries of the main world competitions.



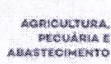
onaf
ORGANIZZAZIONE
NAZIONALE
ASSAGGIATORI
FORMAGGI

Realization



Bonare Eventos

Partners



Minas

Information

Whatsapp: +55 034 99921-8585 (Brazil) | +39 331 807 4020 (Italy)

Email: contato@expoqueijobrasil.com.br

Site: www.expoqueijobrasil.com.br

Regulation

Registration



BRASIL 2021 · ARAXÁ INTERNATIONAL CHEESE

Araxá – 5th november 2021

Cheese Registration Form

Manufacturer Data

Company name: _____

Address: _____

Phone Number: _____

Website: _____

E-mail: _____

Cheese Technical Data

Cheese's name: _____

Type of milk: _____

Example: Cow; Sheep; Goat; Buffalo; or Mixed

Cheese with specialties/ condiments (Flavoured)?

List of main refining products (if any, if mixed with milk, indicate the percentages):

Milk Treatments: _____

Example: Crude or Pasteurized

Rennet / Coagulant: _____

Example: Animal Rennet; Microbial Rennet or Other

Ferment: _____

Example: Inoculated (selected); Yeast milk; Yeast Serum (drop); or none

Coagulation Typology: _____

Example: Predominantly dairy or predominantly enzymatic

Curd Treatment: _____

Example: Crude; Half cooked; Cooked; Row or Fused

Type of pressing: _____

Example: Manually; Mechanically; or Unpressed

Salting: _____

Example: In milk, In the dough, In the Brine or Dry

Shell typology: _____

Example: Florida (moldy); Smooth hull; Washed (brine); Unshelled, or Treated (resin, paraffin,...)

Internal Appearance: _____

Example: Closed; Eyelets; or Blue Mold

Moisture class: _____

Example: Very Fresh; Soft Mass; Semi-hard; or Hard

Production Date: _____

Method of delivery of the product (mail, Logistics Company, by hand...):

Delivery date: Producers must send the samples to the competition local, at their own expense, via post office to Entrepосто São Pedro Rua: Imbíara 225 Distrito Industrial, Araxá MG, CEP: 38180-315 de 10/25/2021 until 11/02/2021, and only for fresh cheeses, the deadline is until 11/03/2021. It's also possible to send the samples to São Paulo Capital, Trem Bom de Minas, Av Sapopemba 1553, Vila Regente Feijó, São Paulo SP, CEP 03345-000 of 10/25/2021 and 11/01/2021.

Notes: (check all technological passages not present in the part above that are considered important to report to the tasting committee)
