

2010 WORLD CHAMPIONSHIP  
CHEESE CONTEST

HOSTED BY WISCONSIN CHEESE  
MAKERS ASSOCIATION

MARCH 16 - 18, 2010

MONONA TERRACE  
CONVENTION CENTER  
MADISON, WI, USA

WEBSITE  
WWW.WORLDCHAMPIONCHEESE.ORG



December 10, 2009

**NEWS RELEASE**

For more information, contact:  
Wisconsin Cheese Makers Association,  
(608) 828-4550

For Immediate Release

**2010 World Championship Cheese Contest Entry Kit Available**

Madison, Wis. – The Official Entry Kit for the 2010 World Championship Cheese Contest is now available. More than 1,300 kits were mailed to cheese and butter makers around the world for the Contest to be held March 16 - 18 at Monona Terrace in Madison, Wis. Entry forms and fees are due February 18, 2010.

“Contest Entry Kits were mailed to six continents this week in anticipation of our largest competition ever,” said John Umhoefer, Executive Director of the Wisconsin Cheese Makers Association, Contest host. “We look forward to a fair, impartial examination of cheeses and butters, and global media and recognition for the finest craftsmen.”

The 2010 World Championship Cheese Contest will include more than 30 expert judges from the United States and throughout the world evaluating the more than 2,000 anticipated entries. Tuesday and Wednesday, March 16 and 17, teams of judges will evaluate entries and choose gold, silver and bronze medalists in each class. On Thursday, March 18, gold medal class winners will be evaluated once again by the entire team of judges to choose the World Champion, First and Second Runners Up.

All entry information is also available in five languages on the new Contest website [www.worldchampioncheese.org](http://www.worldchampioncheese.org). An exciting, unique feature for online entries is “MyEntries©”, which will enable World Champion Cheese Contest entrants to create an account to store all entry information and retrieve it at any time.

The 2010 World Championship Cheese Contest features 80 total classes, including the following new classes: Reduced Sodium Cheeses, Flavored Cottage Cheese, Cold Pack Cheese and Cheese Food, and Cold Pack Cheese Spread.

To receive a printed copy of the Contest Entry Kit, contact WCMA at [info@worldchampioncheese.org](mailto:info@worldchampioncheese.org).



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