

World Cheese Awards 2024: Call for Applications

July 15, 2024, Kyiv, Ukraine. *The World Cheese Awards (WCA), the world's largest cheese competition established in the UK 36 years ago, is looking forward to showcasing Ukrainian cheeses for the third year in a row. This year's event will be held on **November 15-16 in Viseu, Portugal.***

Traditionally, both large cheese enterprises and craft producers are allowed to participate. The main requirement is documented product quality and safety. Ardis Group stands as a partner and official representative of the event in Ukraine.

With the support of Switzerland within the Swiss-Ukrainian program "Higher Value Added Trade from the Organic and Dairy Sectors of Ukraine" (Quality FOOD Trade Program), as well as Ukraine-Moldova American Enterprise Fund, the ProCheese community of cheese connoisseurs from Ardis Group will help Ukrainian cheese producers with:

1. Selection of cheeses that will have advantages in the competition.
2. Registration of cheese on the official WCA platform.
3. Description of the cheese, packaging and labeling in accordance with the contest rules.
4. Organization of cheese transportation to Portugal from Ukraine.

Moreover, a national stand will be organized at the event to present Ukraine and Ukrainian cheeses to international cheese experts and guests.

For producers, participation in the international competition offers a number of advantages:

- a promotion of their own brand abroad;
- an opportunity to show their product to foreign buyers with further exports perspectives;
- a chance to receive a recognized global award from a professional jury and use it to promote cheese on the domestic market.

"Over the two years of Ukrainian participation in the World Cheese Awards, we have brought as many as 26 awards for Ukrainian producers, and this inspires us to keep going. Cheese authenticity, special flavor and recipe, unusual shape – this is what will allow you to stand out among thousands of participants and win the hearts of cheese professionals from around the world," says Oksana Chernova, cheese expert, founder of ProCheese Academy and World Cheese Awards judge from Ukraine.

Pre-registration form and participation details are here:

<https://procheese.ua/events/world-cheese-awards-2024/>

Applications can be submitted until 26.08 inclusive.