



"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

### **REGULATION**

Art. 1 - The Expo Queijo Brazil 2023 Araxá International Cheese Awards Contest will be held on August 25 and 26 of 2023, at the Grande Hotel Termas Araxá, in Araxá-MG.

### **OBJECTIVE**

Art. 2 - The purpose of the ExpoQueijo Brazil 2023 Araxá International Cheese Awards Contest is to encourage the production of high quality cheeses and better practices in the production of artisanal cheese, promote producing regions, add value to the product and disseminate the diversity of flavors to consumers, generating value for the entire chain, from production to consumption.

### **COORDINATION**

Art. 3 - The Coordinating Committee will be composed by Bonare Eventos e Empreendimentos Ltda, through the ILCT, with the support of professionals from the Minas Gerais State Department of Agriculture, Livestock and Supply (Seapa-MG) and its affiliates (Emater, Epamig and IMA).

### **PARTICIPATION**

Art. 4 - All artisanal cheese producers in Brazil and abroad will be eligible to participate in the ExpoQueijo Brazil 2023 Araxá International Cheese Awards, provided that their products are qualified in some type of official inspection. In the case of Brazil, Federal, State, District or Municipal Inspections.

### **REGISTRATION**

Art. 5 - Applications can be made from **07/01/2023 to 07/28/2023**, through the competition registration form, which will be available on the website [www.expoqueijoBrazil.com.br](http://www.expoqueijoBrazil.com.br).

Paragraph One: Those registered in the Contest are responsible for the veracity of all information provided at the time of registration. Including the Sanitary Registration in the Official Inspection Body, under penalty of disqualification and/or loss of awards.

Paragraph two: National applications will be made upon payment of the registration fee of R\$ 80.00, which allows the participation of 3 (three) cheeses, each one in 1 (one) different category. For additional registrations, an additional fee of R\$ 30.00 per additional cheese will be charged.

Paragraph three: There will be no charge for registrations of foreign cheeses, in order to encourage their participation, as well as due to the costs of sending samples.

Fourth paragraph: The Coordinating Committee of ExpoQueijo Brazil 2023 Araxá International Cheese Awards is not responsible for shipping fees, taxes generated, removal of products or loss of cheeses.

Fifth Paragraph: Foreign cheeses must be posted as non-commercial samples, and must be sent directly to the collection points published on the ExpoQueijo Brazil 2023 Araxá International Cheese Awards: <https://www.expoqueijoBrazil.com.br/>.

Sixth paragraph: the payment of registration fees for national cheeses will be made directly in the registration system available on the event's website.



"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

Art. 6 - Each participant registered in ExpoQueijo Brazil 2023 Araxá International Cheese Awards may participate with its products in one or more categories, in accordance with Art. 50 of this regulation.

Paragraph One: Each producer may participate with a maximum of 01 (one) cheese per category.

Paragraph Two: The competitor may only submit cheeses normally produced and sold on a daily basis. The participation in the ExpoQueijo Brazil 2023 Araxá International Cheese Awards of cheeses made in exclusive extraordinary versions for the purpose of competing in this contest is prohibited.

Art. 7 - Only the categories that present at least 05 (five) competing samples at the end of the period of registration and effectiveness upon payment of the fee, provided for in articles 5 and 6 of this regulation, will be judged.

Sole Paragraph: Cheeses from categories that do not reach the minimum number of 05 samples will not be awarded, but will be evaluated qualitatively and will receive a return on their participation scores.

### **SAMPLES**

Art. 8 - The cheeses must be shipped intact, without holes or dough evaluation probes. Regarding the quantity of cheese shipped, the following requirements must be met:

- Cheese weighing up to 150g - Send 6 (six) units;
- Cheese weighing from 151g to 350g - Send 4 (four) units;
- Cheese weighing from 351g to 600g - Send 3 (three) units;
- Cheese weighing from 601g to 2 kg - Send 2 (two) units;
- Cheese weighing more than 2 kg, send two wedges of approximately 1 kg each; For potted cheeses, the sample quantities are considered according to the weights drained from the respective packages.

Sole Paragraph: Only registered cheeses that are properly sent, in the minimum number of samples, as provided in this article, will be judged. This minimum quantity includes what is necessary for proof, counterproof or any problems due to the transport of samples, as well as for representativeness in the tender.

Art. 9 – Cheese samples must be sent in their original packaging, packed in a transparent plastic bag, accompanied by a copy of the registration form issued by the system, so that it is possible to identify the registration code generated on the registration website.

Art. 10 - The cheese samples must also be packed in their original packaging, which includes the seal of the official sanitary registration, without marks in low relief or other types of signs that could identify the cheeses during the evaluations, except in cases where the legislation requires the identification.

Sole Paragraph: If any sample is sent with any brand or other types of signs that can identify the cheeses, the Coordinating Committee will assess the need to remove the identification or eliminate the cheese from the contest.



"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

Art. 11 - Places able to receive cheeses will be defined to participate in the contest. These locations will be announced on the website <https://www.expoqueijoBrazil.com.br/>.

Art. 12 - The samples will receive alphanumeric codes, which identify the category registered by the producer, making the evaluation process blind.

Art. 13 - The participation of two identical cheeses from the same competitor is prohibited, under penalty of disqualification of the producer and all his cheeses entered in this Contest.

Sole Paragraph – The Coordinating Committee may disqualify a sample that has been entered in a category that does not correspond to its nature. Samples considered NOT APPROPRIATE will be excluded by the discretion of the Coordinating Committee. Therefore, special care is required in the preparation and packaging of the cheeses entered in the Competition. Under no circumstances will there be a refund of the cheese and/or reimbursement of the registration fee.

Art.14 After the Contest, the remaining cheeses become the right and property of the Expoqueijo Brazil 2023/Araxá International Cheese Awards event organization.

### **AWARDS, BRAND AND ADVERTISING**

Art. 15 - The awards consist of first (gold), second (silver) and third (bronze) places, and also a cheese with the highest honor (Super Gold).

First paragraph: The three cheeses that obtain the highest average scores (1st, 2nd and 3rd) in each category will be awarded, provided that the score is equal to or greater than 75% of the points.

Second paragraph: All cheeses that reach gold medals will be reassessed by a specific commission, which will select the great champion (Super Gold).

Art. 16 - Any complaints regarding the classification must be prepared in writing and delivered to the Coordinating Committee via the e-mail [expoqueijo@gmail.com](mailto:expoqueijo@gmail.com), within 72 hours after publication of the result on the official website of Expoqueijo Brazil 2023/Araxá International Cheese Awards and networks event social.

### **THE BRAND**

#### **"EXPOQUEIJO BRAZIL 2023 ARAXÁ INTERNATIONAL CHEESE AWARDS"**

Art. 17 - Obtaining any of the awards will entitle you to use the brand "ExpoQueijo Brazil 2023 Araxá International Cheese Awards" under the conditions described in Art. 20.

Art. 18 - The brand can only be used by the winner according to its description and business name, which appear on the entry form.

Paragraph One - The use of the "ExpoQueijo Brazil 2023 Araxá International Cheese Awards" logo is permitted in print or as a self-adhesive sticker on the cheese packaging.



"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

Paragraph Two - The brand can be used for up to two years after obtaining the award, since the year of the award is mentioned.

Paragraph Three - The use of references to "ExpoQueijo Brazil 2023 Araxá International Cheese Awards" in the commercialization of cheeses that do not respect this regulation will be considered fraud.

### **PUBLICATION OF RESULTS**

Art. 19 – The Coordinating Committee of "ExpoQueijo Brazil 2023 Araxá International Cheese Awards" will announce the results on the event's website [www.expoqueijoBrazil.com.br](http://www.expoqueijoBrazil.com.br), as well as through the social networks @expoqueijoBrazil. The awards will also be broadcast in real time on the event's YOUTUBE channel.

### **THE EVALUATION FORM**

Art. 20 - The judging of the cheeses will be carried out by a panel of judges selected by the Coordinating Committee of the event and previously trained by EPAMIG Instituto de Laticínios Candido Tostes, an opportune moment in which the detailing in relation to each of the attributes will be carried out. The judges will use a computerized system, which will have an evaluation form with the following attributes to be evaluated with their respective weights:

Table 1 - Attributes to be evaluated and their respective weights in relation to the final grade

<b>Attribute</b>	<b>Weight</b>
Overall Aspect	10
Collor	10
Texture	15
Odor	15
Aroma	15
Consistency	20
Taste	50

Sole paragraph: The evaluation will be in 2 phases distributed as follows:

PHASE I – The judgment will be by category of registered cheeses, provided that the category has reached the minimum number of samples, as described in Article 7, where the judges will evaluate the attributes in the system. The final grade will correspond to the average of the judges' grades, in percentage. Extracting from this the 3 best scores per category, which if they reach a score equal to or above 75% of the points, will be awarded with gold, silver or bronze medals.

PHASE II – The cheeses awarded 1st place (gold) in PHASE 1 will move on to the second phase of the contest. A new composition of judges, adopting a simplified criterion (single score), will evaluate the samples and new scores will be issued. At this stage, the scores from PHASE I will be disregarded, and through the new evaluation the Super Gold will be



"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

defined, however, as a tiebreaker, the ranking from Phase I will be used. This phase of the contest may be open to the public, with simultaneous transmission for the Vila Gastronómica space, preserving the identification of each juror when issuing their note, thus guaranteeing individuality and secrecy, always respecting the guidelines of the organizing committee.

Art. 21 - In case of a tie, the winner will be the one with the highest score in the Flavor attribute (since it is the attribute with the highest weight). If the tie persists, the following order will be considered for the other sensory attributes: Consistency, Texture, Odor, Aroma, Overall appearance and Color.

Art. 22 - When registering for the "ExpoQueijo Brazil 2023 Araxá International Cheese Awards", the producer is automatically aware of and accepts the terms of this regulation.

Art. 23 - The cases omitted from this regulation will be deliberated by the Coordinating Committee.

Art. 24 - The Coordinating Committee is not responsible for untrue information provided by contest participants. Competitors agree to be responsible for the information provided in the Registration Form and for the sanitary quality of the samples presented, exempting ExpoQueijo Brazil 2023 Araxá International Cheese Awards and its Organization from any civil and/or criminal liability generated by deficiencies and damages caused by their products .

Sole Paragraph: This Regulation must be accepted when registering the cheese, as shown in the Registration Form.

Art. 25 - The ExpoQueijo Brazil 2023 Araxá International Cheese Awards will include the following categories:

## CATEGORIES

**\*\*ATTENTION: For categories of raw milk cheese aged less than 30 days: The criteria in art. 4 of this regulation must be observed, and in accordance with the legislation governing the obtaining of the Official Inspection Seal in the region or country of origin. Thus, respecting the minimum maturation time established in the technical regulations applied to the sanitary inspection of the cheeses in question.**

### A) COW MILK

#### RAW MILK CHEESE - LESS THAN 30 DAYS \*\*

1. Smooth and/or washed bark without heating the mass (barks without the presence of fungi, resins and other items)



"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

2. Smooth and/or washed bark with mass heating (barks without the presence of fungi, resins and other items)
3. Florid bark (bark with a predominance of filamentous fungi)
4. Treated bark (example: charcoal; resins; dyes, among others)
5. stretched curd

#### **RAW MILK CHEESE FROM 31 TO 90 DAYS**

6. Smooth and/or washed bark without heating the mass (bark without the presence of fungi, resins and other items)
7. Smooth and/or washed bark with mass heating (bark without the presence of fungi, resins and other items)
8. Flowering bark (bark with a predominance of filamentous fungi)
9. Treated bark (example: charcoal; resins; dyes, among others)
10. Pasta filata

#### **RAW MILK CHEESE FROM 91 TO 180 DAYS**

11. Smooth and/or washed bark (bark without the presence of fungi, resins and other items)
12. Flowering bark (bark with a predominance of filamentous fungi)
13. Treated bark (example: charcoal; resins; dyes, among others)
14. Pasta filata

#### **RAW MILK CHEESE OVER 180 DAYS**

15. Smooth and/or washed bark (shells without the presence of fungi, resins and other items)
16. Flowering bark (bark with a predominance of filamentous fungi)
17. Treated bark (example: charcoal; resins; dyes, among others)
18. Pasta filata

#### **PASTEURIZED MILK CHEESE LESS THAN 30 DAYS**

19. Smooth and/or washed bark (bark without the presence of fungi, resins and other items)
20. Flowering bark (bark with a predominance of filamentous fungi)
21. Treated bark (example: charcoal; resins; dyes, among others)
22. Pasta filata

#### **PASTEURIZED MILK CHEESE FROM 31 TO 90 DAYS**



"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

- 23. Smooth and/or washed bark (bark without the presence of fungi, resins and other items)
- 24. Flowering bark (bark with a predominance of filamentous fungi)
- 25. Treated bark (example: charcoal; resins; dyes, among others)
- 26. Pasta filata

**PASTEURIZED MILK CHEESE OVER 91 TO 180 DAYS**

- 27. Smooth and/or washed bark (bark without the presence of fungi, resins and other items)
- 28. Flowering bark (bark with a predominance of filamentous fungi)
- 29. Treated bark (example: charcoal; resins; dyes, among others)
- 30. Pasta filat

**PASTEURIZED MILK CHEESE OVER 180 DAYS**

- 31. Smooth and/or washed bark (bark without the presence of fungi, resins and other items)
- 32. Flowering bark (bark with a predominance of filamentous fungi)
- 33. Treated bark (example: charcoal; resins; dyes, among others)
- 34. Pasta filata

**B) GOAT MILK**

- 35. Cheese with enzymatic coagulation (rennet), smooth or washed rind;
- 36. Enzymatic coagulation cheese (rennet), flowered or treated rind;
- 37. Lactic or acid coagulation cheese with treatment (mold or condiment)
- 38. Untreated lactic, enzymatic or acid coagulation cheese (Fresh)

**C) SHEEP'S MILK**

- 39. Cheese with enzymatic coagulation (rennet), smooth or washed rind;
- 40. Enzymatic coagulation cheese (rennet), flowered or treated rind;
- 41. Lactic or acid coagulation cheese with treatment (mold or seasoning);
- 42. Untreated lactic, enzymatic or acid coagulation cheese (Fresh);

**D) BUFFALO'S MILK**

- 43. Buffalo cheese, pasteurized milk, pasta filata
- 44. Buffalo cheese, raw milk, pasta filata





"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

45. Buffalo cheese, raw or pasteurized milk, unfiltered dough up to 30 days of maturation

46. Buffalo cheese, raw or pasteurized milk, unfiltered dough over 30 days of maturation

#### **E) MIXED CATEGORY**

**Blue Mold Cheese, rennet cheese, cast cheese, flavored and/or condimented cheese, or milk from animals of species not mentioned or mixture of milk from different species)**

47. **BLUE MOLD CHEESE**

48. **FLAVORED AND/OR CONDIMENTED CHEESES - LESS THAN 30 DAYS\*\***

49. **FLAVORED AND/OR CONDIMENTED CHEESES OVER 30 DAYS**

50. **BUTTER CHEESE**

51. **GREAT CHEESES, SPREADABLE ("SPRING ON BREAD")**

52. **RAW MILK COALHO CHEESE**

53. **COALHO CHEESE PASTEURIZED MILK**

54. **CAST CHEESE, CURD CHEESE MORENO**

55. **CAST CHEESE, CURD CHEESE IN BAR**

**The Coordinating Committee reserves the right to make changes to the disclosed categories, according to the demand of cheeses, in order to better accommodate the diversity of cheeses entered for the contest.**





"BRAZIL 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS

FROM 24 TO 27 AUGUST 2023

### **FINAL DISPOSITIONS**

The Festival ExpoQueijo Brazil Araxá International Cheese Awards, composed of the INTERNATIONAL CONTEST OF ARTISAN CHEESE, FAIR OF PRODUCTS RELATED TO MILK AND ITS DERIVATIVES, FLAVORS AND TASTING OF PRODUCTS FROM THE CONTEST, COURSES, LECTURES, SEMINARS, CONVERSATION ROUNDS AND CULTURAL SHOWS, is idealized and organized by Bonare Eventos e Empreendimentos Ltda. CNPJ: 08.389.764/0001-22 and will follow ALL SURVEILLANCE PROTOCOLS REQUIRED DURING THE EXECUTION PERIOD.

The regulation of Expo Queijo Brazil 2023 Araxá International Cheese Awards was prepared by Epamig, in partnership with the following institutions: Mapa, SEAPA, Emateres, Sebrae, Faeng, and Bonare Eventos e Empreendimentos Ltda.



"Brazil 2023 • ARAXÁ INTERNATIONAL CHEESE AWARDS"

Bonare Eventos 0+55 34 99921-8585 @expoqueijoBrazil

[www.expoqueijoBrazil.com.br](http://www.expoqueijoBrazil.com.br)