

7TH ÉDITION

MONDIAL DU FROMAGE TOURS

SEPT 14, 15, 16 2025

PARC EXPO
TOURS LOIRE VALLEY



REGULATION INTERNATIONAL CONTEST OF THE BEST CHEESEMONGER 2025

PREAMBLE:

The competition seeks to give everyone as fair a chance as possible – both to win it and to take part in it. It is open to all – retail cheesemongers, restaurant cheesemongers and anyone active in the dairy products sector, as well as to producers/processors.

The tests involved will focus on professional know-how, cheese-making technologies, knowledge of cheeses and dairy products, the Cheesemonger's Art, his ability to select and highlight his products, and to promote and uphold cheeses, dairy products and the various professions exercised in the cheese-production sector.

Article 1: Subject

As part of the programme for the **International Cheese Tours** trade fair to be held from 14th to 16th September 2025 at the Exhibition center of Tours, Rue Désiré Lecomte - 37000 Tours, the “**World Contest of the Best Cheesemonger 2025**” is set to take place on Monday 15th September 2025.

Article 2: Organiser

The World Contest of the Best Cheesemonger 2025 is organized by SPL Tours Evénements, in collaboration with the Competition's Organising Committee and the support of its partners.

Organising Committee Secretariat:

SPL Tours Evénements

26 boulevard Heurteloup

37000 Tours, France

E-mail: contact@cheese-tours.com

Article 3: Jury

The Jury will be chaired by Rodolphe LE MEUNIER, Craftsmen of France and World Champion of the Cheesemongers.

It will be composed of top cheesemongers and other international names recognized for their professional expertise.



TOURS
ÉVÉNEMENTS

Parc Expo Tours
Rue Désiré Lecomte
37000 TOURS - FRANCE
contact@cheese-tours.com

www.mondialdufromage.fr
www.cheese-tours.com

A winner of the World Contest of the Best Cheesemonger cannot participate anymore.

Candidates will be selected on the merits of the applications they submit, which must include:

1- For the candidates champions in a country having a national competition (Belgium, Italy, Japan, France, Spain and the United States):

The candidates who have already won a national competition and who wish to participate in the competition, will be accepted in the order of registration (within the limits of 2 candidates by country).

- A full Curriculum Vitae and 1 photograph (jpeg 300 dpi),
- A biography,
- A photocopy of the candidate's identity card or passport,
- Measurements of the candidate (waist measurement, neck size, length of handle, size of professional jacket) to realize personalized professional jacket linked with the competition.

2- For the other candidates:

- A full Curriculum Vitae and 1 photograph (jpeg 300 dpi),
- A biography,
- Proof of 3 years' experience in their profession,
- A photocopy of the candidate's identity card or passport,
- Presentation of a cheese from the candidate's country, with photographs and supporting argument on quality and manufacturing of the cheese (1 page maximum),
- A photographic presentation of a tray of 10 cheeses to be served at table, created around the theme "Cheesemonger's art". The choice of cheeses must be listed and justified (1 page maximum).
- A 15-line argument on the theme "Cheesemonger's art"
- Measurements of the candidate (waist measurement, neck size, length of handle, size of professional jacket) to realize personalized professional jacket linked with the competition.

Registration fees totaling 300 euros* are only payable by the finalist candidates selected. Selected finalists must pay their registration fees within 30 days in order to validate their participation. No on-the-spot settlements will be accepted.

**300 euros incl. taxes (150 euros for registration and processing fees, 150 euros redistributed for shopping the day before the competition)*

IMPORTANT: No candidacies can be registered unless registration fees are paid in full. Such fees are not reimbursable.

Only complete applications will be processed. They must be in English or French.

Hand-written applications will not be taken into consideration.

Applications should be sent to:

- Either by mail

SPL Tours Evénements
Concours Mondial du Meilleur Fromager 2025
26 boulevard Heurteloup – CS 24225
37042 Tours Cedex 1, France

before midnight on 21st February 2025, date as per postmark.

- Or by email

contact@cheese-tours.com

before midnight on 21st February 2025.

Article 5: Selection of participants

The Organising Committee's decision on selection of candidates will be given at the latest on 14th March 2025. It will be final and irrevocable.

Article 6: Timetable for tests

Competition tests will be held on Monday 15th September 2025.

Public announcement of results will be made following completion of tests.

The prize-giving ceremony will take place on Monday 15th September 2025 at the beginning of the prize-giving soiree. A briefing will be held at 4:00 p.m. on the Saturday 13th September 2025, before candidates deposit their equipment at the competition area. All candidates due to compete on the following day are obliged to attend.

Article 7: Dress code

Black trousers and white shirt for each candidate.

The working dress will be supplied by the Organization.

Article 8: Equipment and products

8-1 Equipment to be provided by the candidate before the tests:

- Personal equipment for cutting cheeses (no electrical apparatus)
- Plates and supports, depending on tests
- Equipment necessary for creation of the cheese dish
- Equipment necessary for tasting, presentation and labelling

8-2 Equipment to be provided by the Organisation:

- Work fixtures
- Workspace
- Boards of cutting

8-3 Fresh products and ingredients:

All types of ingredients, dry or liquid, apart from fresh produce are permitted and must be supplied by candidates. Candidates will have Sunday 14th September, morning to go to Les Halles de Tours covered market, and will have a budget of 150 euros each for purchase of the fresh ingredients (meat, poultry, charcuterie, fruit and vegetables, fish, etc.) they will be using for the whole tests. Candidates must provide 0.5 kg of the cheese of their choice for the oral test. All other cheeses and dairy products required will be supplied by the Organisation.

Article 9: Subjects of tests

THE FINAL TESTS ARE DIVIDED INTO 3 GROUPS

GROUP 1

1. MCQ

Candidates have 30 minutes to complete a 20-item multiple-choice questionnaire.

GROUP 2

1. BLINDFOLD TASTING

Candidates have 10 minutes to taste 4 AOP cheeses and recognize:

- Their names
- Manufacturing technology
- Type of milk
- Country of origin
- Maturing time

Cheeses to be tasted will be AOP cheeses whose manufacturing technology or manufacturing specifications make them available in candidates' countries.

2. CUTTING TEST

Candidates have 5 minutes to cut four 0.5 pound- pieces in different cheeses supplied by the Organisation.

Types of cheeses will be revealed at the start of the test. Candidates will use their own equipment. Only wires, lyres and knives are permitted.

3. ORAL TEST

Candidates have 5 minutes to present the cheese of their choice to the jury.

The cheese(s) or 0.5-kg piece will be cut up by the candidate and tasted by the Jury.

GROUP 3

Group 3 tests will last 4 hours. Tests will be collected by the Organisation as follow:

- Tests 1 and 2 when 1 hour is up
- Tests 3 when the 2 hours are up
- Tests 4 and 5 when the 4 hours are up

1. CHEESE PLATE

Creating a cheese plate comprising 5 pieces of cheese (50g max per cheese) from the cheeses supplied by the Organisation, with its own plate or other support (40 cm x 40 cm maximum), decorative features, ingredients and fresh products purchased.

Types of cheeses to be used will be revealed at the start of the test.

2. COMBINATION OF TASTES

Creating 6 plates of cheeses, each with one piece of cheese supplied by the Organisation and an ingredient of your choice, or mixture of ingredients, fresh or otherwise, for tasting by the Jury.

Any type of presentation / tasting support to contain the ingredient may be used.

The type of plate (30 cm x 30 cm maximum) will be revealed at the start of the test.

The cheese involved will be a hard cheese: Parmigiano Reggiano AOP 24 months.

3. CHEESE PREPARATION

Creating a cold cheese dish with a given type of cheese supplied by the Organisation and the fresh ingredients purchased to Les Halles de Tours.

The dish will be presented either whole or in portions (minimum of 6) on your own serving support (40 cm x 40 cm x 40 cm maximum).

The preparation will be tasted by the Jury.

The cheese involved will be a blue-veined cheese: Blue Stilton

4. CHEESE PLATTER

Creation of a cheese platter using cheeses and supports supplied by the Organisation.

Plates, small presentation containers and supports, ingredients and fresh products are permitted.

Theme for the platter: "Shades of color"

Support (100 cm x 100 cm maximum) and cheeses will be revealed at the start of the test.

5. CUTTING AND PRESENTATION

Making an artistic presentation of a cheese supplied by the Organisation, on a support supplied by the Organisation (50 cm x 50 cm maximum).

The presentation must be created by cheese sculpting and cutting only.

The cheese(s) will be revealed at the start of the tests, and the weight of the cheese(s) will be 10 kg maximum.

Article 10: Scoring

Scoring will be out of a total of 200 marks, as follow:

- 40 marks for Group 1 tests
- 60 marks for Group 2 tests
- 100 marks for Group 3 tests

In the event of two or more candidates being tied, the winner will be decided by totals scored in the following tests:

→ MCQ + blindfold tasting + cutting

GROUP 1: 40 marks

2 marks for each correct answer

GROUP 2: 60 marks

Subject 1 / 20 marks	Subject 2 / 20 marks	Subject 3 / 20 marks
Name of cheese: 1 mark/cheese	Exact weight: 5 marks/piece	Quality of oral presentation/10 marks
Type of milk: 1 mark/cheese	Weight +/- 10 grams: 3 marks/piece	Visual quality of the cheese/5 marks
Maturing time: 1 mark/cheese	Weight +/-25 grams: 1 mark/piece	Organoleptic quality/5 marks
Country of manufacture: 1 mark/cheese		
Manufacturing technology: 1 mark/cheese		

GROUP 3: 100 marks

Subject 1 / 20 marks	Subject 2 / 20 marks	Subject 3 / 20 marks	Subject 4 / 20 marks	Subject 5 / 20 marks
General quality and presentation/ 10 marks	Presentation & originality/5 marks	Neatness & cleanliness of the creation/ 5 marks	Presentation of cheese and cuts/ 10 marks	Artistic quality/ 10 marks
Cutting/5 marks	Neatness & cleanliness of the creation/ 5 marks	Originality of the recipe/5 marks	Originality & use of supports/5 marks	Creation of cuts & sculptures/10 marks
Neatness & cleanliness of the creation/ 5 marks	Organoleptic quality of the combination/ 10 marks	Organoleptic quality of the preparation/ 10 marks	Overall artistic aspect/5 marks	

Article 11: Penalties

The Organisation will control and ensure compliance with competition rules. In the event of non-compliance by a candidate, 5 marks of penalty will be deducted for each fault committed. A maximum of 20 marks may be deducted from a candidate's score. Penalties will be signalled immediately and reasons for them given to the candidate concerned.

A supervisory jury will also ensure compliance with hygiene and cleanliness rules. A maximum of 50 marks may be deducted from a candidate's score without compliance of those rules.

Article 12: Competition and Tests Programme

SATURDAY 13th SEPTEMBER 2025

04:00 p.m. : Arrival of candidates at the Exhibition Centre in Tours
04:00 p.m. - 05:00 p.m. : **Information meeting on the competition and organisation of tests**
05:00 p.m. : End of the meeting

SUNDAY 14th SEPTEMBER 2025

09:00 a.m. : Departure from the Exhibition Centre to transport candidates to Les Halles de Tours to make their purchases
09:30 a.m. - 11:00 a.m. : **Purchase at Les Halles de Tours**
11:00 a.m. : Candidates return to the Exhibition Centre
07:30 p.m. : Gala at the city hall (compulsory attendance for candidates)

MONDAY 15th SEPTEMBER 2025

08:00 a.m. : Arrival of candidates. Lodges installation and workplaces preparation
09:00 a.m. : Start of Group 1 tests
09:30 a.m. : End of Group 1 tests
09:50 a.m. : Start of Group 2 tests
- 09:50 a.m. - 10:00 a.m. : Blindfold tasting
- 10:15 a.m. - 10:20 a.m. : Cutting test
- 10:25 a.m. : Back in lodge
- 10:30 a.m. - 11:30 a.m. : Oral test
11:30 a.m. : End of Group 2 tests
12:00 a.m. : Start of Group 3 tests
- 01:00 p.m : Collection Tests 1 & 2
- 02:00 p.m : Collection Test 3
04:00 p.m. : End of Group 3 tests
05:30 p.m. : Public announcement of results and official prize-giving

Article 13: Awards

1ST PRIZE:

- 2025 International Best Cheesemonger Contest Trophy
- 2,500 Euros

2ND PRIZE:

- 2025 International Best Cheesemonger Contest Silver Medals
- 1,500 euros

3RD PRIZE:

- 2025 International Best Cheesemonger Contest Bronze Medals
- 750 euros

Article 14: Modification of regulations – Cancellation

The Organising Committee reserves the right to make any modifications necessitated by circumstances or force majeure. It reserves the right purely and simply to cancel the competition, in which case registration fees will be reimbursed to candidates.

Modifications to subjects or to these regulations may be made up until the 31st July 2025.

Candidates will be informed of them by email.

Article 15: Candidates' questions

Any questions regarding the competitions regulations or subjects must be put in writing. Replies will be sent by email to all candidates up until the 17th August 2025.

Questions should be sent to the following email address: contact@cheese-tours.com

Article 16: Disputes

The simple fact of taking part in the competition implies that candidates have accepted these regulations.

In the event of any serious dispute arising with regard to one or more of these regulations, or of a problem not covered by these regulations, an irrevocable decision will be made by the Organising Committee and the Chair of the Jury.

Article 17: Image rights

All participating candidates transfer their image rights, with regard to whatever medium and without geographic restriction, to the competition's organisers and partners, for use in promoting the International Best Cheesemonger Contest and the International Cheese Tours.