



CHEESE MATTERS

NEW ZEALAND SPECIALIST CHEESEMAKERS ASSOCIATION INC.
www.nzscsca.org.nz • www.cheeselovwers.co.nz • www.cheesefest.co.nz

Introduction

The fridges are chilling down, the stewards are receiving final briefings, the judges are making their travel plans to Auckland and the staffs of The Langham and Goode PR are all on standby waiting for the fabulous cheeses entered into the 2010 *Cuisine* Champions of Cheese Awards to make an entrance.

We know that by now the cheese companies will be doing their final selections of their very best cheeses and making those last preparations to ship these to us for judging.



With over 430 cheeses entered into this year's awards, the stage is set for a really amazing annual competition. We are delighted with the response of New Zealand's specialty cheesemakers to the challenge of our annual awards and wish you all the best of luck.

I look forward to meeting you at The Langham next week for all the events that make up the awards – judging, AGM, gala dinner and of course, CheeseFest. Tickets are selling well for this public showcase and we encourage you to spread the word to get as many cheese fans to the event as we can.

The excitement is building, the PR is underway and we look forward with growing anticipation to this big celebration of cheese.

See you soon!

Vikki Lee Goode
 Organiser

**CUISINE NZ CHAMPIONS
 OF CHEESE AWARDS**

Attention all winners...

Just a reminder that all award labels are to be purchased from our official awards supplier – GEON.

GEON have advised that labels will be supplied in foil and at the same price as last year! They're shinier, more durable and better looking than previous years. We think they are certain to stand out on shelf and in the chiller. As soon as the awards results are known, we recommend you call GEON to place your order.

The team at GEON will be coming to CheeseFest so if you would like to view samples of the 2010 labels they will be on hand to show you and take orders. Using official award medal labels on your winning cheese is a great way to get the attention of cheese consumers and promote your premier status as an award winner. It's also a great way to support your industry association as commission from these labels is paid back to the NZSCA to be re-invested in the awards programme.

If you require labels from past years, Hally Labels do have some stocks. Any new print runs for any year will be supplied by GEON.

Cuisine *champions cheese*

If you haven't seen the latest *Cuisine* magazine you are in for a treat. Not only do *Cuisine* support the NZ cheese industry with their sponsorship of our annual awards, they also assist in promoting cheese to a passionate food community in NZ and Australia through the pages of their magazine.

This year they have done the cheese industry proud by featuring cheese on their March cover in a unique and very eye catching way. The truly impressive cover design features cheese dripping in gold with the headline, *Wheels of Fortune - Kiwi Cheesemakers Go For Gold*. It's enough to tempt even the lactose intolerant! Check the pages inside for their coverage pre awards.



Key Dates

Awards Entry delivery to The Langham :- South Island 26 Feb / North Island 27 Feb

Judging Sunday 28 February at The Great Room, Langham Auckland.

NZSCA AGM Greys Room, The Langham 1.30pm 2 March

Gala Dinner glittering award ceremony on the Tuesday 2 March at The Great Room at The Langham

CheeseFest 3 March Cuisine event 4- 5pm Public event 5 – 8pm

The Great Room at The Langham unveiled for New Zealand's greatest cheese festival

The Great Room at The Langham, the newest and grandest ballroom and conference venue in the land, will befittingly host CheeseFest '10, the greatest cheese festival in all of New Zealand.

The Langham will open the doors on its brand new NZD\$8 million facility for CheeseFest on Wednesday 3 March, giving all guests to the event the opportunity to see The Great Room in its entirety for the first time.

The 1200 square metre venue is pillar less and is one of the largest event spaces in New Zealand. It has the capacity to seat 900 guests banquet style and 1400 guests theatre style in a room that can move effortlessly from a day time conference venue to evening dinner space. With a range of meeting rooms supporting The Great Room, the venue is a multi-faceted event space on a truly international standard.

"We are delighted that The Great Room at The Langham, Auckland is open for business and that we can celebrate with CheeseFest as the first official event. The Great Room will set a new benchmark in event excellence in New Zealand and is destined to be the greatest room in the land with its heady combination of grandeur and glamour mixed with versatility and value," says Jeffrey van Vorskelen, Managing Director of The Langham.



With plenty of room to host stands from every NZ Cheese company and the 400 plus cheeses they have entered into the awards, The Great Room is set to become a centre of food and beverage excellence itself.

"The Great Room is not simply a room. It is total concept from start to finish, using the highest quality fabrics and materials in its construction, state-of-art audio visual installations, innovation in design and in terms of food and beverage it will offer restaurant quality cuisine. We will be unveiling a 'Bill of Fare' (range of banquet packages) that will further complement the environment and on a scale unseen before," says Mr van Vorskelen.

"We believe there is a large market in New Zealand and overseas requiring a true five-star conferencing and ballroom experience. With The Great Room, we will also have a great asset from a tourism perspective as we can attract high quality and large scale events and conferences like CheeseFest, to Auckland and New Zealand."

The 1200 square metre room showcases over 100 remote controlled pin spotlights in the roof, six large electronic screens, wireless internet connection, electronic signage and an integrated sound system – to name but a few of The Great Room's extensive AV features. Multi Media are the onsite AV suppliers to The Great Room and The Langham has worked closely with the company throughout the extensive project.

Your awards cheese team

Key Contacts:

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Meet the Judging Team

Here is our confirmed panel of judges for the 2010 Cuisine Champions of Cheese Awards:

Master Judge

Russell Smith

Aesthetic Judges

David Burton
Fiona Smith
Giles Mereau
Jacques Losken
Johann Wohlmuther
John Taylor
Kerry Tyack
Norris Lewis
Michelle Adelheim
Mindi Clews
Teresa Hirst
Vic Williams

Technical Judges

Anny Dentener
Bernard Robert
Chris Vickers
Craig Honore
Franck Beaurain
Wendy Burnand
Marie Grandjonc
Peter Dromgool
Peter Sinclair
Rients Rypma
Ross McCallum
Neil Willman

It's time for CheeseFest

Tickets to the tastiest event in town are still available from www.eventfinder.co.nz. Door sales after 4.30pm. We have had great support from NZ cheese companies to display at this event and will also be joined by the winners of the recent Cuisine Artisan Awards.

We're also delighted to have some special VIPs with us for the evening – Al Brown from Logan Brown – winner of the Cuisine Restaurant of the Year Awards and now a contributing food writer for the magazine. He will be on hand to fry up some Haloumi at the BBQ and meet and greet the public.

We will also be honoured to host the new editor of Cuisine magazine – Sarah Nicholson. A returning Kiwi and passionate foodie, Sarah has come home to take up the reins at Cuisine magazine after many years editing top food magazines in Australia. This is a wonderful opportunity for Sarah and the team at Cuisine to taste our finest cheeses and meet the people who make them.

Look out for our great new branding and signage – bunting, membership signs and aprons for volunteers.

Checklist

Have you...

- ✓ Returned CheeseFest Exhibitor registration form
- ✓ Ordered your Gala dinner tickets
- ✓ Planned for your cheese entry dispatch
- ✓ Planned travel/accommodation for the awards week
- ✓ Planned staff and resources for CheeseFest