



# CHEESE MATTERS

NEW ZEALAND SPECIALIST CHEESEMAKERS ASSOCIATION INC.

*Issue 25, December 2009*



## ***Greetings fellow cheese lovers!***

As 2009 draws to a close the preparations for the 2010 Cuisine Champions of Cheese really start to rev up. The official entry pack is on its way to cheese makers around the country and now is the time to start thinking about your best cheeses and deciding what is worthy of entry and what you would like to showcase to the nation.

Having been involved in staging many award programmes over the years, I have no doubt that the on-going success of any awards relies on three essential things. First is the commitment and dedication of the award team to keep standards high and promote with conviction and enthusiasm every year.

Next there's the need to produce a competition people feel happy to be judged by, which adds value and significance to a quality product. And finally

There is a need to move forward every year with constant innovation and real progress so they get better and better each year with new ideas and activities. Awards that stay the same, year in and year out, are in danger of becoming obsolete.

Based on that success criteria I think the Cuisine Champions of Cheese Awards are in good heart. We're approaching our seventh year and have the backing of a committed sponsor in Cuisine magazine, strong participation from the industry, high levels of entry and enviable media coverage to attract consumer interest.

But to keep moving forward they also need to change and

## ***New Master Judge***

Meet Russell Smith. He's an experienced judge from the other side of the ditch but no stranger to the delights of New Zealand cheese. Russell joined the Awards judging team earlier this year under the watchful eye of fellow Australian expert Neil Willman. Next year he returns to take over the Master Judge position, a role he is really looking forward to.

One look at his CV and you'll be assured your cheeses are in good hands.

Russell Smith is an experienced judge from Australia and very familiar with the Cuisine NZ Champions of Cheese Awards. Russell has been a NZ judge and is familiar with our cheeses and judging process.

Russell Smith provides cheese training and education for retailers and consumers in Australia. Through his role as owner/operator of Mart Delicatessen in Canberra for over 8 years, Russell's experience of cheese and dairy products offered the local community greater depth of knowledge in Australian cheese appreciation.

He is a regular presenter on ABC 666 in Canberra talking cheese, dairy and all fine foods and has judged in various cheese competitions across Australia – for the Royal Agricultural Societies and the Australian Specialist Cheesemakers' Association Awards.

He is the chief judge of the Dairy Produce Show for the RNA in Brisbane and has recently been appointed the Chairman of Judges for the Royal Queensland Food and Wine Shows.

Russell also conducts cheese appreciation courses for Flavours Culinary Centre in Canberra and has been the Deputy Chief Judge for the Australian Grand Dairy Awards for five years.

Neil Willman (past Master Judge) will also be on hand as a judge for Export Cheese.

Pic of Russell



We're delighted to welcome Russell as our new Master Judge. It's great he has met most of our panel and knows the judging systems well. We're also pleased that our former Master Judge

evolve. That's why the team at Goode PR has been pushing ahead with new initiatives, working to bring on new supporters and find new ways of reaching out to consumers. Read on in this issue and you'll find out just what we've been up and what's in store for next year's awards.

On behalf of the NZ Speciality Cheese Association and the awards team, seasons greetings and happy holidays to all members. Our very best wishes to all those making the cheese we love.

Vikki Lee Goode



Organiser

**Cuisine NZ Champions of Cheese Awards**

## New Venue



It's a challenging brief finding a venue that can cope that the demands of the Cuisine Champions of Cheese Awards. It requires a venue large enough to meet the needs of a week of events and 2 tonnes of cheese, flexible enough to cope with the demands of judges, organisers, sponsors and the public and also skilled enough to handle our cheeses with the care and attention they deserve.

Enter the Langham Hotel in Auckland, a five star property recently refurbished with style. If you haven't had the pleasure of viewing or staying at The Langham since its makeover, we invite you there to take part in all of the events during the 2010 Cuisine Champions of Cheese. While the hotel has undergone some changes, its attention to detail, excellent service and great hospitality remain unchanged. The Langham team has taken on the challenges of staging our awards with energy and enthusiasm. From the initial judging, to the awards gala, AGM, the VIP tasting for Cuisine magazine and then the big public event of Cheesefest, all our "Cheese Week" events will be hosted by the Langham.

We will be on the first clients to make use of the fully refurbished and expanded ballroom next March. If you are joining the awards from out of town or just want to make use of the facilities why not book your accommodation at the special Awards rates the Langham has kindly provided.

**Accommodation** is available at a special rate at The Langham.

Neil Willman is able to be part of the Awards again, this time as a judge of our Export Cheese

## Key dates 2010

- **Friday 22 January** Closing date for entries and payment
- **Friday 26 February** - cheese entry delivery closes for receipt of South Island cheeses for judging
- **Saturday 27 February** - cheese entry delivery closes for receipt of North Island cheeses for judging
- **Sunday 28 February** - Official Judging Day The Great Room The Langham
- **Tuesday 2 March** NZSCA AGM 1.30pm Greys Room The Langham
- **Tuesday 2 March** - *Cuisine* NZ Champions of Cheese Awards Gala Dinner The Langham
- **Wednesday 10 March** - CheeseFest '10 The Great Room The Langham

Keep up to date and visit the website

[www.nzsca.org.nz](http://www.nzsca.org.nz)

[www.cheeselovers.co.nz](http://www.cheeselovers.co.nz)

[www.cheesefest.co.nz](http://www.cheesefest.co.nz)

The 2010 Entry Pack is available from the website

**Gala Dinner**

The Gala Dinner is a glittering occasion for the New Zealand Cheese Industry, where winners of the awards are announced and celebrated. The next Gala Dinner will be held at The Langham Auckland at 6.30pm Tuesday 2 March 2010. Tickets are \$160 each or a table of 10 for \$1600 including gst. Tickets can be ordered by calling Goode PR 09 480 9948 or email: [reception@goodepr.co.nz](mailto:reception@goodepr.co.nz)

**Contact:**



Dianne Kenderdine Tel: 09 630 8776 or 027 717 223

email: [nzsca@foodstyling.co.nz](mailto:nzsca@foodstyling.co.nz)

Superior room \$185/Executive Room \$225/Club Room \$335 per night – this rate includes the use of our Club Lounge, breakfast daily in the Club Lounge, and cocktails each evening. These rates are GST exclusive, room only, and based on single, double, or twin share occupancy.



**Goode** (PR)

**Media/sponsorship/event management**

Vikki Lee Goode

09 480 9948 or 021 964 888

email: vikkilee@goodepr.co.nz

### ***'Tis the season***

For cheese lovers everywhere its time to start searching for, and aging great cheese. With all the fantastic cheese we produce it's not hard to find great speciality cheese at the farm gate, the farmers market, via the internet, your specialist retailer or supermarket. You don't have to go far to can get your hands on beautifully produced New Zealand speciality cheese. Now is the best time to cook, cut and serve our delicious cheese to your friends, family and colleagues for the festive season ahead.

And if you want to make a fellow foodie truly happy why not give a gift of cheese that's hand crafted, locally made and sure to please even the most discerning gourmet.

### ***New Major Award Category definitions***

To be considered for the Yealands Champion of Champions Award the Cheese producer must produce more than 25 tonnes total annual production volume. The company must be able to produce (or have the capacity to produce) 500 kilos (½ tonne) of your entry per annum, for the entry. Anything less than these quantities means the entry is considered an Artisan Cheese eligible for the Cuisine Champion Artisan Award.

### ***QCONZ***



We are pleased to welcome QCONZ as a new sponsor. QCONZ (Quality Consultants of New Zealand Ltd) is a private company with a core competence in the development and delivery of quality-based auditing and advisory services and training to the Food Industry. Our vision is to be the leading provider of quality management systems for the food production and processing sector.

We provide Food Safety Programme audit services to more than a dozen small specialist dairy manufacturers in an economical and sensitive manner. We also assist small cheese manufacturers to transfer from Risk Management Programmes to Food Safety Programmes.

### ***New Award label supplier and sponsor***

# GEON

print & communication solutions

We are pleased to welcome GEON Group as a new sponsor and official exclusive supplier of Award labels. GEON is a leading print & communications business. Their core business is to guard the visual integrity of one of your most important assets, your brand, helping you bring your brand vision to life.

With locations throughout Australia and New Zealand, GEON is the leading business in the market able to provide the full suite of integrated print & communications services – including creative design, data management, direct marketing, digital media, print, warehousing & fulfillment, and mail. Details on ordering Award labels are detailed on the website.

The NZSCA has had to tighten up on the use of Award labels. The award label design and image are the property of the NZSCA. Only single Award labels will be available from now on. This means award labels image cannot be incorporated into other labels or used on packaging.

## 2010 Awards



The Langham Champion Fresh Unripened Cheese  
Foodtown Woolworths Countdown Champion Feta  
Innovative Packaging Champion Soft White Rind Cheese  
SABATO Champion Goat Cheese  
NZSCA Champion Sheep Cheese  
NZSCA Champion Washed Rind Cheese  
GEON Champion Cheddar Cheese  
QCONZ Champion European Style Cheese  
Bureau Veritas Champion Dutch Style Cheese  
NZ Food Safety Authority Champion New Cheese  
Fonterra Champion Original NZ Cheese  
AsureQuality Champion Flavoured Cheese  
Ecolab Champion Blue Cheese  
NZSCA Champion Export Cheese  
NZSCA Champion Favourite Cheese  
NZSCA Champion Cheese Packaging  
Curds & Whey Champion Hobbyist Cheese  
Katherine Mowbray Champion Hobbyist Cheesemaker  
Cheese School Champion Cheesemakers  
**Cuisine Champion Artisan Cheese**

**Yealands Estate Champion of Champions**

***CheeseFest '10***

CheeseFest is a growing in size every year with a thousand people expected in 2010. This is your opportunity to display your cheeses promote your brand and communicate with lovers of cheese.

All entrants in the 2010 *Cuisine* NZ Champions of Cheese Awards to take a complimentary stand at this event and display your award winning cheeses. If you wish to reserve a place please email [tony@goodepr.co.nz](mailto:tony@goodepr.co.nz) Full details of the display opportunity will be provided. The NZSCA will sell cheese in addition to other related companies and the Cuisine Artisan winners.

Tickets are available from Eventfinder [www.eventfinder.co.nz](http://www.eventfinder.co.nz) with no service charge. The price has been reduced to \$30 incl gst. CheeseFest grows every year and now has its own website address [www.cheesefest.co.nz](http://www.cheesefest.co.nz)

***Assure Quality return as a sponsor***



AssureQuality have increased their involvement with the NZSCA by returning as a sponsor in addition to their advertisement on the homepage of the NZSCA website.