Bern, June 2024

Swiss Cheese Awards 2024 in Lugano

Every two years, the Swiss cheese world gathers for the Swiss Cheese Awards. Over 1,000 different Swiss cheeses in 32 categories are tasted and judged by around 200 expert jurors according to defined criteria. This year's Swiss Cheese Awards will take place in two parts: the qualification round in Bern on September 20, 2024, and the final with the selection of the three Swiss Champions in Lugano from October 4 to 6, 2024.

At the Swiss Cheese Awards, organized by FROMARTE, the umbrella association of Swiss cheese specialists, the best Swiss cheese specialties will be honored at the 13th Swiss Cheese Awards. The winners of the 32 categories will be selected on September 20 in Bern. The 32 winners will be publicly announced on Monday, September 23, 2024, and invited to the final in Lugano.

International Expert Jury

The presented cheese specialties – mostly made from cow's milk, but also including goat and sheep cheese – come from small family farms, alpine dairies, and large cheese producers. They will be evaluated by an international expert jury, which includes cheesemakers, affineurs, exporters, and other industry experts. "We are looking forward to welcoming cheese connoisseurs from North America, Turkey, and Japan, as well as, of course, from Switzerland and neighboring countries," says jury president Monika Lüscher Bertocco. The ETH food engineer is responsible for the evaluation and ranking of the 32 categories and the selection of the Swiss Champions. The three Swiss Champion cheeses will be awarded on October 4, 2024, at the public awards ceremony in Lugano.

Awarding the Swiss Champions in Lugano

On October 4, 2024, at the Palazzo dei Congressi in Lugano, the country's top cheesemakers will be publicly honored. From the 32 category winners, a "Super Jury" will select the three best cheeses to be crowned as the official Swiss Champions.

Cheese Platter Competition as a Separate Category

A cheese platter competition will also take place as part of the Swiss Cheese Awards. It offers a maximum of 15 participants the opportunity to showcase their skills. The judging criteria include texture variations, presentation, adherence to identification, and mastery of hygiene.

Wooden Chalets by the Lakeside

But the festivities won't just take place at the Palazzo dei Congressi. Cheese fans can also indulge in the old town from October 4 to 6 during the Festa d'Autunno, with a large cheese market. The market, organized by the Cheese Festival, will be held directly on the lakeside promenade in Lugano. Wooden chalets will be set up for sales. Visitors will have the opportunity to taste the category winners and other Swiss cheese specialties on-site.

Meet the Competitors

The Swiss Cheese Awards will be accompanied by a media campaign focusing on 11 competitors who will try their luck at the 2024 Swiss Cheese Awards. In short videos, these 11 cheesemakers introduce themselves, provide insights into the diversity of their craft, and show the passion with which they pursue their trade. The videos will be continuously posted on the website and accompanied by activities on Facebook, Instagram, and TikTok.

More information: **cheese-awards.ch** and **cheese-awards.cheesesfromswitzerland.com**

High-resolution images of the SCA 2022 are available here: media@scm-cheese.com

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Switzerland Cheese Marketing AG (SCM) is a neutral, non-profit organization dedicated to supporting the Swiss cheese industry. SCM unites the efforts of all industry stakeholders and promotes the sale of Swiss cheese as a popular premium product both domestically and internationally.

FROMARTE is the umbrella organization for Swiss cheese specialists. Its primary goal is to strengthen artisanal structures. FROMARTE creates optimal conditions for its members and represents their interests in politics and the marketplace. It is committed to preserving Switzerland's unique cheese culture and diversity.