

Press release - 26th July 2004  
FROMARTE – the Swiss cheese specialists

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*Swiss Cheese Awards & 3<sup>rd</sup> Mountain Cheese Olympics – Cheese festival with the main partner Migros*

### **The finest cheese on the cheese board**

**Where is the best cheese produced and refined? From the 28<sup>th</sup> to the 31<sup>st</sup> October 2004, the international competition jury will use their great expertise and fine palates to discern the best mountain cheese. More than 300 samples from around the globe will be vying for the coveted title. The large cheese market taking place around the historic town square in Appenzell will give interested members of the public the chance to try their hand at being cheese testers to their heart's content. And as if the incomparably wide choice of cheese specialities wasn't enough, a varied programme of entertainments including games, music and fun will also be awaiting visitors.**

The international jury of experts will now be awarding the coveted trophies for the best mountain cheeses for the third time. Cheeses will be evaluated according to appearance, dough, taste and aroma – the four main criteria. The Mountain Cheese Olympics offer cheese producers from all the world's mountain regions the opportunity to put their know-how to the test. A seminar about the development of food production in the mountain regions and a round table on agricultural globalisation promise to bring together leading authorities from political and professional spheres. The Swiss government will be honouring the participants from both home and abroad when Federal President, Mr Joseph Deiss, officially opens the International Mountain Cheese Market on the historic town square in Appenzell on Friday 29<sup>th</sup> October 2004.

### **A morsel from here and a morsel from over there....**

From the 29th to the 31st October 2004, connoisseurs and experts will be seen strolling happily through Appenzell's charming narrow streets. In the forty or so chalets, participating tradesmen and producers from mountain regions all over Europe will show you their wares and their expertise. When the event was held in Aosta (Italy, 2002) and Les Rousses (France, 2003), many cheese lovers came to visit. The International Mountain Cheese Market is a unique cheese buffet for gourmets with the motto „immer schön der Nase und dem „Gluscht“ nach!“ (loosely translated, “Just follow your nose and your “fancy””!) Does cheese made with raw milk taste better than cheese made with pasteurised milk and what are the differences between the two? The distinguishing features will be there for all to appreciate at the large Mountain Cheese Market. Everyone can decide what they prefer as they taste the various products. Cheese lovers can look forward to numerous other attractions quite apart from the extensive tastings. There will be musical performances, a brunch, a children's programme and the chance to watch cheese being made.

#### **Programme for the 3rd Mountain Cheese Olympics in Appenzell:**

<b>Date</b>	<b>Time</b>	<b>Event</b>	<b>Location</b>
28.10.04	10.00 – 18.00h	„Research findings“ seminar	Ziegelhütte
28.10.04	14.00h	Swiss Cheese Awards 2004	Aula Gringel
29.10.04	09.00h	3rd Mountain Cheese Olympics	Aula Gringel
29.10.04	09.00 – 11.15h	„Future of agriculture policy“ seminar	Ziegelhütte
29.10.04	12.15 – 14.15h	Round table – „Mountain regions – victims of globalisation?“	Ziegelhütte
29.10.04	15.00h	Official opening of the International Mountain Cheese Market by Federal President, Mr Joseph Deiss	Town square
29.10.04	15.00 – 20.00h	International Mountain Cheese Market	Town square
30.10.04	11.00h	Swiss Cheese Awards 2004 prize-giving ceremony	Marquee, Kronengarten
30.10.04	11.30h	3rd Mountain Cheese Olympics award ceremony	Marquee, Kronengarten
30.10.04	09.00 – 19.00h	International Mountain Cheese Market	Town square
31.10.04	10.00 – 16.00h	International Mountain Cheese Market	Town square

**General information about the 3rd Mountain Cheese Olympics for readers, listeners and spectators:**

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**Notes for editorial staff**

Colour images and further detailed information (such as rules and regulations, participants and the exact contents of the seminars, etc.) can be found at: [www.caseusmontanus.ch](http://www.caseusmontanus.ch).

Please do not hesitate to contact us if we can be of further assistance,

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