



PRESS RELEASE



Bath & West Food & Drink Festival set to launch in 2024

British Cheese Awards, 22 March 2024

Bath & West Food & Drink Festival, 23-24 March 2024

Promising talks, tastings and family fun, with a big helping of cheese along the way, the Royal Bath & West Society has announced the arrival of its new Food & Drink Festival for 2024. Set to take place from 23-24 March at The Bath & West Showground, this new festival will also host the 28th edition of the prestigious British Cheese Awards.

A celebration of the South West's farmers, producers and purveyors, the Food & Drink Festival will be built around the British Cheese Awards judging arena, giving visitors the chance to

view hundreds of the country's top cheeses and even sample some of the trophy winners. Food and drink stands will surround the judging area, bringing together the region's best in cider, beer, jam, gelato, cheese, chocolate and much more.

On the main stage, a diverse line-up of special guests will cover everything from farming to feasting and everything in between. In the bierkeller area, visitors will be invited to immerse themselves in the world of real ales and craft beer, while the Kids Zone will keep little foodies entertained with creative crafts and activities.

Jess Chiplen, head of shows at The Royal Bath & West Society, commented: "We're so excited to be putting food and drink centre stage at the Showground next year, with a festival created for the whole family. Set in the heart of the Somerset countryside, we're surrounded by some of the country's very best food and drink, so we feel ideally placed to stage a big celebration of our farmers, producers, chefs and retailers. We now have the perfect home for the British Cheese Awards too, and can't wait to share the awe-inspiring sight of the judging arena with a new food loving crowd. We hope to fly the flag for our region and get people thinking, but first and foremost the festival will be a place to share in the joy of outstanding food and drink."

The Bath & West Food & Drink Festival will take place at The Bath & West Showground near Shepton Mallet, Somerset from 23-24 March 2024. Tickets will be available to purchase from www.bathandwest.com/tickets.

The British Cheese Awards 2024 judging will take place on Friday 22 March, with tastings and tours on offer throughout the Bath & West Food & Drink Festival. The British Cheese Awards will be open for entry from 4 September until 28 February.

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Bath & West Food & Drink Festival

The first ever Bath & West Food & Drink Festival will take place between 23-24 March 2024 at The Bath & West Showground near Shepton Mallet, Somerset.

Celebrating the finest producers and purveyors in the South West and beyond, the festival will feature food and drink stands, a live demo and discussion stage, a bierkeller area and a Kids Zone, as well as hosting the prestigious British Cheese Awards.

Tickets will be available to purchase from www.bathandwest.com/tickets.

Web: www.bathandwest.com/food-and-drink-festival

Instagram: [Royalbathandwest](https://www.instagram.com/Royalbathandwest)

X: [@Bathandwest](https://twitter.com/Bathandwest)

Facebook: [@bathandwestshows](https://www.facebook.com/bathandwestshows)

British Cheese Awards

The British Cheese Awards is the UK's leading cheese and dairy products awards scheme, judging hundreds of entries each year that represent over 75% of the nation's producers. Founded by Juliet Harbutt in 1994, the British Cheese Awards was taken over by The Royal Bath & West Society in 2015. Under the organisation's stewardship, the British Cheese Awards has continued to grow and develop, attracting record-breaking numbers in recent years.

Bringing cheesemakers, cheesemongers, farmers, retailers and buyers together on the judging panel, the British Cheese Awards assesses entries in a wide range of traditional categories, awarding Bronze, Silver and Gold prizes, as well as trophies for the stand-out cheese in each category and each country. Following a busy day of judging, the Supreme Champion and Reserve Champion are announced that evening at the British Cheese Awards Dinner.

The British Cheese Awards will be hosted by the Bath & West Food & Drink Festival for the first time in 2024, taking centre stage at the two-day consumer event, which will also feature talks, tastings, demos, stands, a Kids Zone and much more.

Web: www.britishcheeseawards.com

Instagram: [britcheeseaward](https://www.instagram.com/britcheseaward)

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